JANUARY 26, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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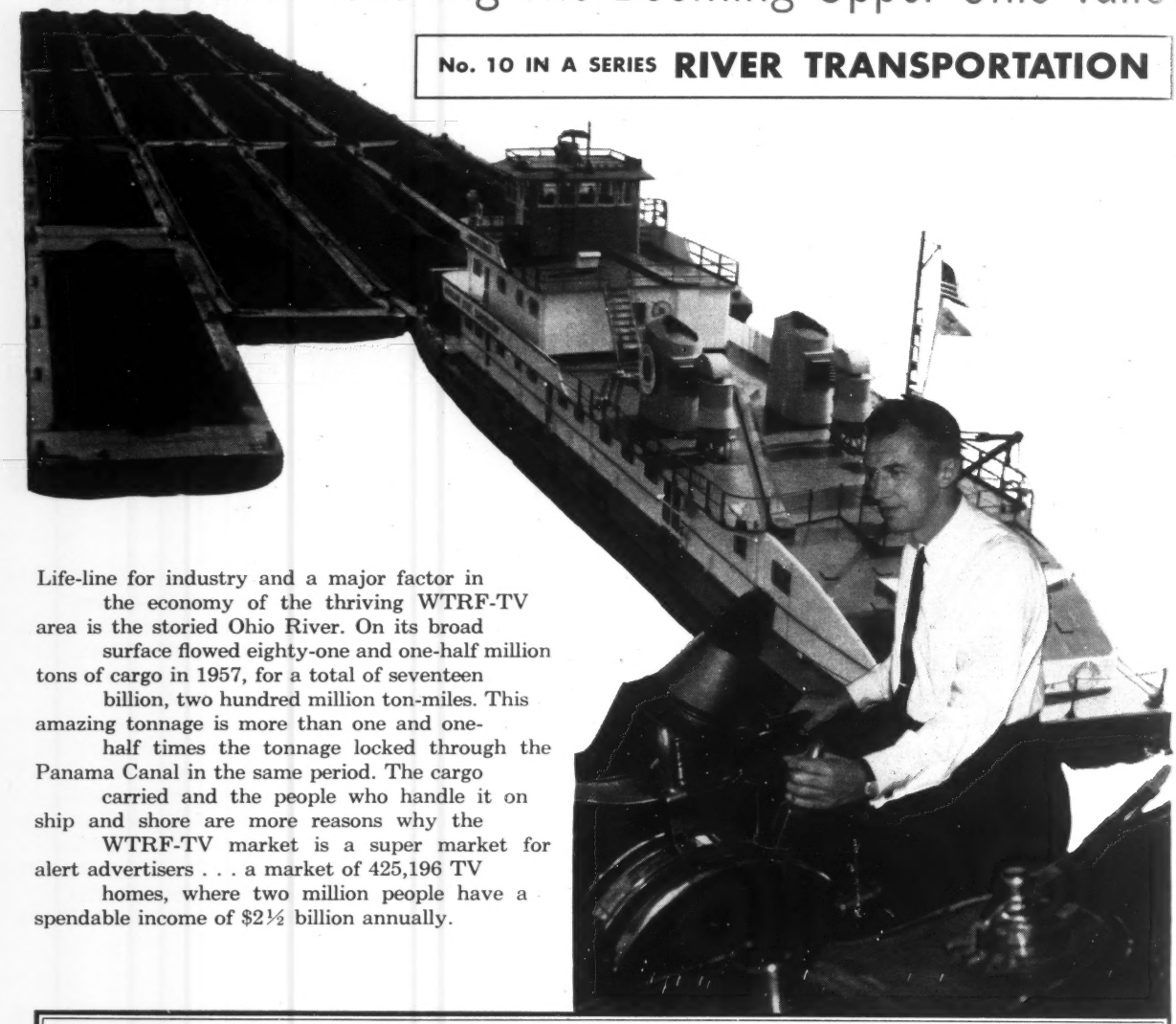
WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley

No. 10 IN A SERIES **RIVER TRANSPORTATION**



Life-line for industry and a major factor in the economy of the thriving WTRF-TV area is the storied Ohio River. On its broad surface flowed eighty-one and one-half million tons of cargo in 1957, for a total of seventeen billion, two hundred million ton-miles. This amazing tonnage is more than one and one-half times the tonnage locked through the Panama Canal in the same period. The cargo carried and the people who handle it on ship and shore are more reasons why the WTRF-TV market is a super market for alert advertisers . . . a market of 425,196 TV homes, where two million people have a spendable income of $2½ billion annually.

LATEST ARB SURVEY

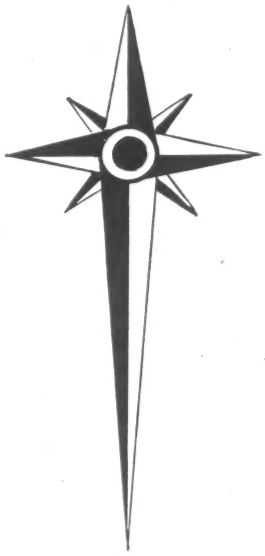
The November ARB Survey for the six-county Wheeling (W.Va.)-Steubenville (Ohio) Metropolitan Area show WTRF-TV dominant in 81.6% of the nighttime quarter-hour segments, and in 73.6% of the daytime quarter-hour segments. Day and night, from sign-on to sign-off Sunday through Saturday, WTRF-TV dominates each quarter-hour more than 75% of the time!

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA



ONE HUNDRED ELEVEN
NATIONAL
and REGIONAL
SPOT ADVERTISERS
Know . . .
TERRE HAUTE
IS NOT COVERED
BY
OUTSIDE TV!

*BASIS 1958

WTHI-TV
TERRE HAUTE, INDIANA
channel 10
CBS
ABC

REPRESENTED NATIONALLY BY BOLLING CO LOS ANGELES - SAN FRANCISCO - BOSTON - NEW YORK - CHICAGO - DALLAS

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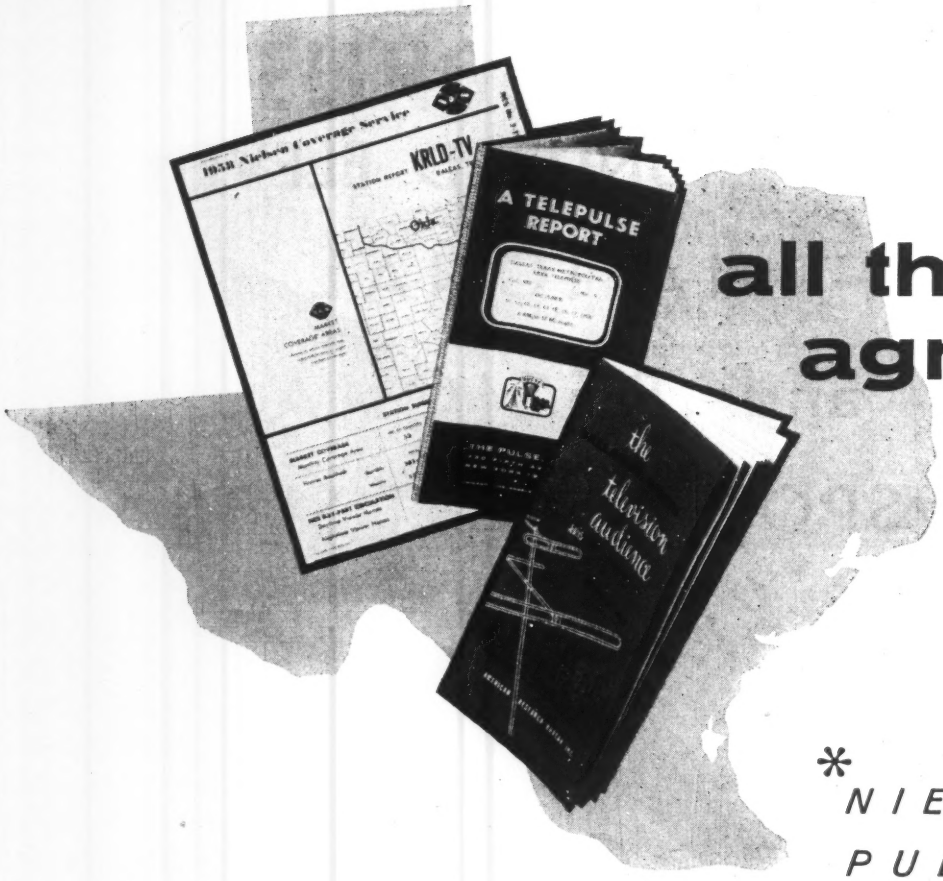


all three* agree in Texas

* NIELSEN
PULSE
ARB

IN DALLAS and FT. WORTH
KRLD is your best buy

FIRST IN AUDIENCE: ARB's latest Dallas-Fort Worth report shows that KRLD-TV dominates in audience share from sign-on Sunday morning to sign-off Saturday night. The Nielsen Station Index (November, 1958) also shows more TV homes watch KRLD-TV than any other station in the Dallas-Fort Worth area!

FIRST IN POPULARITY: The latest Dallas Telepulse lists 15 out of the top 18 once-a-week shows and seven of the top ten multi-weekly shows — all on KRLD-TV.

FIRST IN AREA OF COVERAGE: KRLD-TV, with its low-band channel, and telecasting with maximum power from its tremendous tower (1,685 feet above average terrain), has the largest circulation of any station in the southern United States!

KRLD-TV The Branham Company, Exclusive Representative.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

CLOSED CIRCUIT®

Radio revolution • Some of most outstanding radio broadcasters in country are talking seriously about formation of national program service to replace traditional network system. Stations would pay for service, use whatever of its programs they wanted, sell their own time at own rates. Broadcasters who have recently been discussing subject have present or former associations with both CBS and NBC.

Idea of national program service isn't new; it's been talked about off and on for years. But recent switch of CBS Radio to Program Consolidation Plan and belief of some station operators that NBC Radio may follow suit have given talks new momentum. Principal appeal of program service idea for stations is that national program source would not also be competitor for national advertising. Under present network operation, networks deliver stations to national accounts at much lower rates than accounts can buy spot on same stations.

Build-Up • There's no general upheaval in sight at NBC, despite recurrent rumors of one, but network is shopping for executive talent to be brought into television programming, sales and perhaps other departments. It's part of plan of Bob Sarnoff, chairman, and Bob Kintner, president, to beef up managerial team by importing select few to executive ranks.

Tape troubles • No public squawk yet, but big users of videotape (networks and independent production firms) are fretting about high casualty rate in tape stock they're getting from tape makers. Rejection rate is running from 20% to 40% overall, up to 90% or worse for specific batches. Irritations are three: (1) it's nuisance having to ship batches back for replacement; (2) it takes valuable time to check tapes out (some tapes have to be run through VTR's up to seven times); (3) test runs wear out recording heads, which have limited life anyway. Aside from obvious hope that manufacturers will improve processing, buyers think better pre-testing should be done by tape maker, not left up to user.

Slight relaxation of ban on affiliates' videotaping network programs for later broadcast is being considered by NBC-TV. Actually, network's expected to hold to its basic policy that shows should be carried as scheduled by network, but also to recognize that conditions may arise in which exceptions should be considered. Subject is one of several, along with summer and fall program plans, to be discussed by NBC officials with affiliates board of delegates, headed by Jack Harris of KPRC-TV Houston, at meeting Thursday (Jan. 29) in New York.

Single rate • Stimulated by drive for single rate structure in radio, which it avidly supports, Station Representatives Assn. Committee on Tv Trade Practices is undertaking analysis of spot tv, looking toward elimination of differential between national and local rates. Tv began on one-rate basis but some stations gradually shifted to dual structure, notably with development of daytime tv. Committee, headed by Adam Young, Young Television, includes Edward P. Shurick, Blair-Tv; Lloyd Griffin, Peters, Griffin, Woodward; Edward Codel, Katz; Frank E. Pellegrin, H-R Television; Tom White, Avery-Knodel; Bates Halsey, Weed; Richard Foote, Blair Television Associates and James O'Grady, Young Television.

Media moves • Not yet announced is change in media responsibility quietly effected at Foote, Cone & Belding, New York. Agency, which operates media in two account sections with Associate Media Directors Arthur S. Pardoll and Charles B. Hoffman in charge of each, now goes step further: broadcast buyers Peter Bardach (Mr. Hoffman's group) and Richard Pickett (Mr. Pardoll's) advance to senior media buyers with these accounts assigned respectively: Bardach—Air Wick (Lever), General Foods' Baker's Instant chocolate, Minute potatoes and Minute onions; Pickett—Savarin and Norwich, and continues timebuying on Lever's Pepsodent. Moves made to accommodate media expansion to free associate media directors for more planning activity and bring two senior media buyers closer to planning-buying decisions on their accounts.

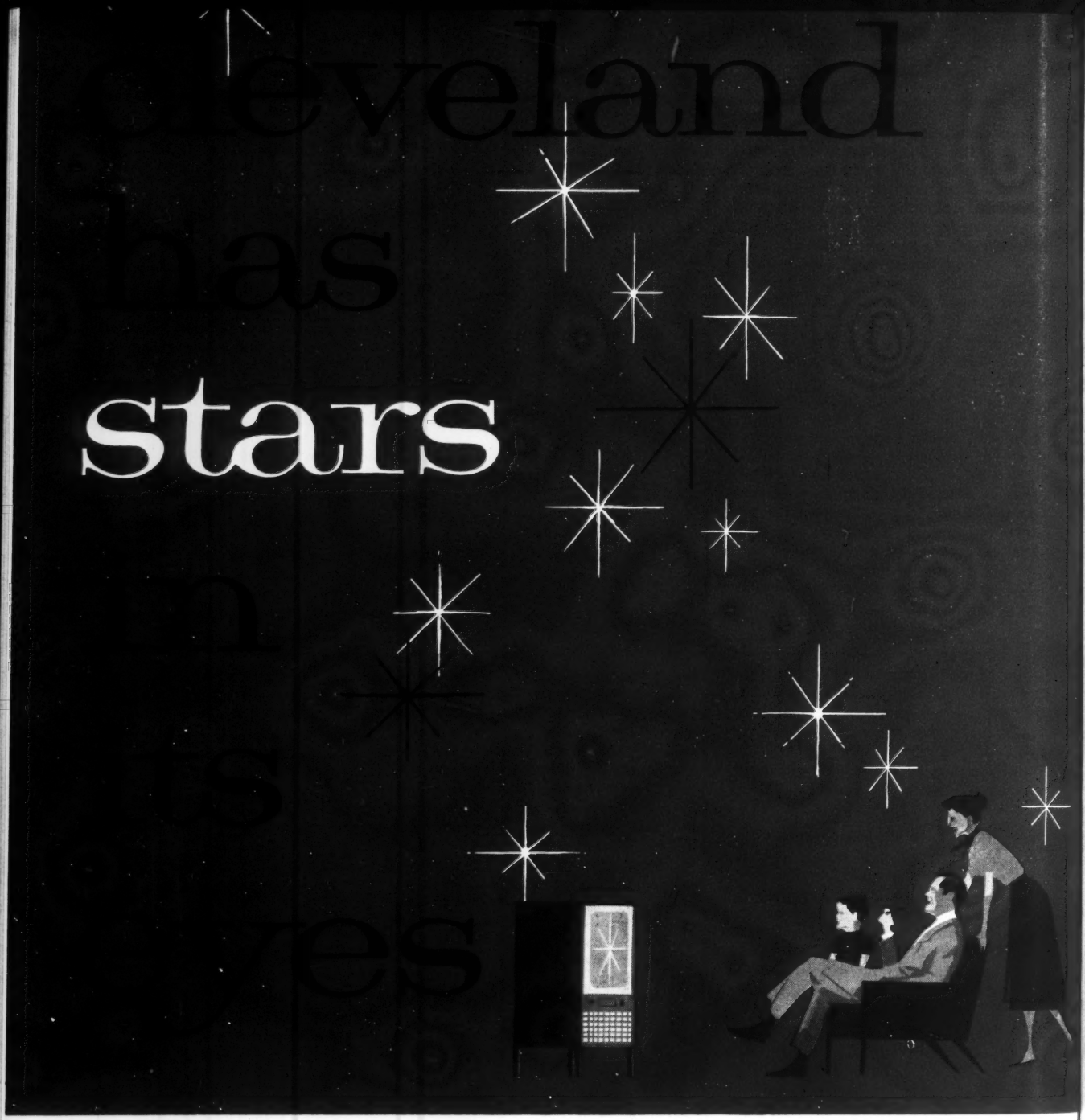
Price of politics • With Los Angeles selected by Democratic Site Committee for 1960 convention, networks still are hopeful that Republicans will pick same site so that coverage overhead can be cut by estimated $900,000. But indications last week were that because of attitudes of potential nominees (principally Nixon and Rockefeller) Los Angeles would not be acceptable. Emphasis was placed upon Chicago or possibly Philadelphia, latter having made unprecedented bid of $375,000 plus fringe benefits, for convention. So far Chicago has offered GOP $300,000.

If GOP doesn't select Los Angeles, consideration may be given to proposal of NBC Chairman Robert W. Sarnoff that convention coverage be rotated among networks as means of holding down expenses. Mr. Sarnoff last August suggested that besides rotating coverage of outstanding news events among networks, such as political conventions, individual stations could work out rotational systems in their cities. Both national committees, cognizant of importance of tv exposure, have announced intentions of scheduling their sessions to mesh with visual coverage.

Clipping penalty • Benton & Bowles, which last year hassled with networks because of stations clipping credits off shows and then triple-spotting, is about to apply pressure again. Agency now claims proof some stations take 4-5 seconds off network time. They don't triple-spot but log two 20-second spots, or a 20- and a 30-second spot or 1-minute announcement. B&B cries foul, says stations are breaking into time that over full network schedule can average some $4,000 that advertiser has paid for the few seconds. Another concern: union agreements on credits which consequently don't appear.

Spring showing • With FCC approval of its new location, utilizing CBS' KMOX-TV's tower, new ch. 11 KCCP (TV) St. Louis has set April 1 as target date. Independent, representing investment in excess of $1.5 million, is controlled by Harold Koplar, prominent St. Louis hosteler and business executive, who will direct policy. James L. Caddigan, until recently vice president of Odyssey Productions (Lowell Thomas) and former DuMont executive, is vice president and station director.

Labor savers • In constant effort to improve product, RCA's Industrial Electronic Products division is working diligently on new devices to reduce operating costs. While equipment manufacturers have gone long way in automation in past five years, they reportedly have on threshhold other innovations which will cut down on need for scarce technical manpower and resist union feather-bedding. Videotape and automation equipment are expected to be major items in 1959.



WITH WJW-TV'S BIG MOVIES!

WJW-TV has skyrocketed to the top with the **BIG STARS** in all **THE BIG MOVIES** from Warner Bros, 20th Century, and United Artists. Take the late shows for instance at 11:20 PM - 12:45 AM . . . an average 9 A.R.B. rating Sunday through Saturday. Add to this the great new Paramount Features and you have a galaxy of stars selling for you. Represented by The Katz Agency, Inc.

"Famous on the local scene"

WJW-TV

CHANNEL 8

CBS • CLEVELAND, OHIO

STORER BROADCASTING COMPANY

Storer Television

WJW-TV Cleveland • **WJBK-TV** Detroit • **WSPD-TV** Toledo • **WAGA-TV** Atlanta • **WITI-TV** Milwaukee

WEEK IN BRIEF

Mr. Potts

Why does radio stay on the defense? • It shouldn't as far as Ben Potts, partner in Potts-Ray & Assoc., Los Angeles advertising agency, is concerned. He's seen too many radio success stories from start to finish to doubt the sell-ability of radio. People seldom question spending advertising dollars in newspapers, magazines or even tv, but why do they keep asking "why radio?" He answers in MONDAY MEMO. Page **21.**

Congress on electronic binge • What's in the hopper and what will happen plus a who's whom of the Senate and House Commerce Committees; who they are and who they were before they got there. Page **27.**

Single rate wins friends, makes foes • Station Representatives Assn. says elimination of double standard will be major project; WADK Newport adopts single rate for both local and national advertisers, others are reported almost ready. But Allied Stores executive says move can lead to less money for radio, more for newspapers. Page **32.**

Retailer likes radio-tv • Fort Worth store tells Retail Advertising Conference how largest store in two-city market uses spot and programs to move merchandise—with only 15% of budget. He urges small retailers to buy broadcast media to "close gap" behind larger stores. Page **35.**

Newspapers and radio-tv • ANPA Bureau of Advertising and allied groups unveil 1959 "total selling" concept at Chicago convention. Page **40.**

Media jousts • They don't happen in agencies where all-media buying is instituted say Benton & Bowles' Donovan and Burnett's Banks. Cards go against the broadcast specialist at New York session. Page **42.**

ABC-TV's November rose • Network's gross time charges hit all-time high at $10.3 million mark, a gain of 27.9%. Three networks together chalk up 8.4% increase that month. Page **50.**

Radio, tv wages up • NAB analysis shows spread of station pay among various types of jobs by market size and region. Page **53.**

Upped budget asked for FCC • President seeks $11 million for FCC, $106.8 million for U.S. Information Agency and $6.97 million for Federal Trade Commission in fiscal 1960. Page **59.**

Licenses for tv shows? • Bill to license and censor television programs introduced in New York Legislature, but tv legal experts say it couldn't get past precedents which have been affirmed, at least indirectly, by U.S. Supreme Court. Page **59.**

Sites for Presidential picking • GOP pigeonholes decision on where it'll convene in 1960 as Democrats apparently decide on Los Angeles. Page **76.**

State of the art • Latest developments in broadcast equipment and techniques will be displayed and described at NAB convention. Page **89.**

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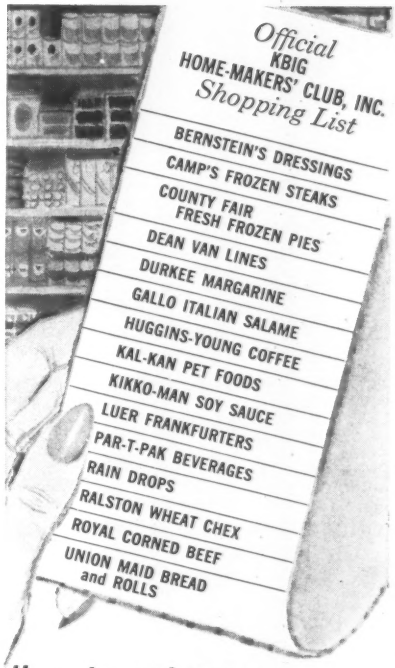


How to get your product on the
BIGGEST SHOPPING LIST
in Southern California

Your product or service *automatically* goes on 100,000 official shopping lists . . . *just as soon as your radio spots go on KBIG's HOME-MAKERS' CLUB, INC. package.* As a participating sponsor, your labels are worth money to over 500 active women's clubs in Southern California. Guaranteed also are product demonstrations at a minimum average of 5 club lunches or dinners a week; access to consumer panel testing; low-cost sampling and couponing; regular product bulletins to member clubs; and monthly listings in *Everywoman's Family Circle.*

You can buy this proven merchandising plan (together with the effective selling power of KBIG) for package rates as low as $155 weekly. Ask your KBIG or WEED representative . . . or write for special brochure.

Buy Radio Catalina for all Southern California

740 kc/10,000 watts
KBIG

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd.
Los Angeles 28, Calif.
HOllywood 3-3205

NATIONAL REPRESENTATIVES: WEED & CO.

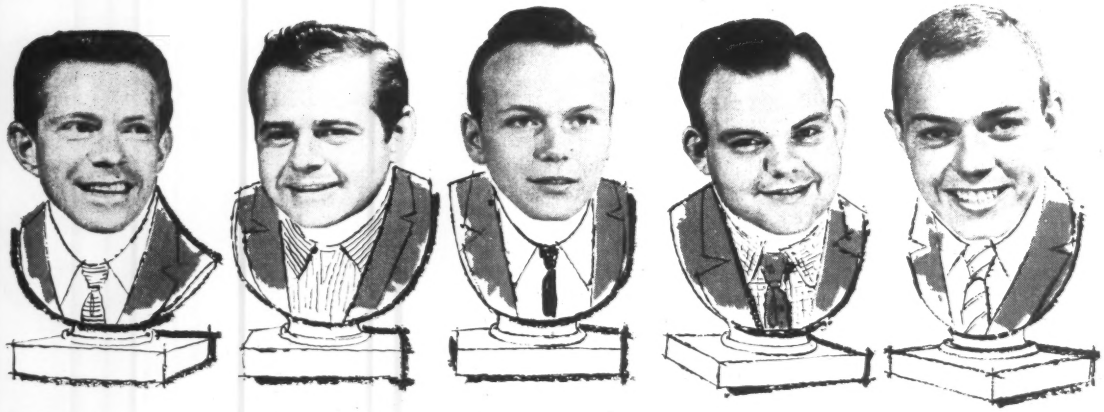
© 1958 JOHN POOLE BROADCASTING CO., INC.

you'll sell **more** on

KPHO RADIO

. . . THAT HAPPY SELLIN' STATION

that happy-sellin'
station in
PHOENIX
whose happy listeners
are kept in a
buying mood by
these popular
sellin' personalities



RED McILVAINE | **RAY CURTIS** | **DAVE STEERE** | **LARRY BURROUGHS** | **JIM TOPPING**

KPHO RADIO

RICHARD B. RAWLS, *General Manager.*
JOHN R. CROWLEY, *Commercial Manager*

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming magazines.
KPHO RADIO is one of Meredith's BIG 5 . . . an All Family Station

Good for Listening
Good for Selling . . .

910 ON THE DIAL

PHOENIX	KPHO	KPHO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. —Blair-TV
TULSA	KRMG		John Blair & Co.

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED NEWS COVERAGE OF THE WEEK BEGINS PAGE 27

Cox group acquires WSOC Charlotte

Sale of WSOC-AM-FM-TV Charlotte to Miami Valley Broadcasting Co. (WHIO-AM-FM-TV) Dayton, Ohio, for $5.6 million agreed to Friday (Jan. 23) subject to usual FCC approval.

WSOC Broadcasting Co. executives, headed by E. E. Jones, principal stockholder, and Larry Walker, president and general manager, completed negotiations last week with James M. Cox Jr., president of Miami Valley and of Cox newspapers and radio and television stations, and J. Leonard Reinsch, executive director of Cox broadcast operations. Transaction involves acquisition of all capital stock.

Mr. Jones, 67, recently retired as president of Pyramid Life Insurance Co. Mr. Walker, pioneer Charlotte broadcaster, has been in frail health but has actively directed stations and will continue as general manager under new ownership.

WSOC-TV began operation in early 1957 on ch. 9 and has primary affiliation with NBC-TV, plus secondary affiliation with ABC-TV. WSOC operates on 1240 kc with 250 w.

Miami Valley is associated in ownership with WSB-AM-FM-TV Atlanta and WCKR-WCKT (TV) Miami (42.5%). Newspapers in Cox group are: *Atlanta Journal* and *Constitution, Miami Daily News, Dayton News and Journal Herald* and *Springfield* (Ohio) *News and Sun.*

Coca-Cola headed back to net tv

Major McCann-Erickson move in network tv fast developing, agency bringing Coca-Cola back to network sponsorship after two-year lapse and using talents of ex-NBC Chairman Sylvester L. (Pat) Weaver Jr. Details:

Coco-Cola has budgeted estimated $400,000 for program on CBS-TV and presumably could go into 10-11 p.m. slot pre-empting Westinghouse's (also M-E client) *Desilu Playhouse* March 30, which is firm date. Show will be musical, will have spring festival format, have Barry Wood as executive producer, Harry Sosnik as musical director and Mr. Weaver (M-E's tv consultant since early this year) consulting on program.

Beverage firm may not stop there, is expected to sponsor another special this season (possibly June 1 or thereabouts) and may follow with another four before year's end. Coca-Cola in February 1957 dropped *Coke Time* on NBC-TV which it had sponsored since April 1953.

Code coats

Licensed practitioners are appearing in tv commercials, replacing physicians, dentists, pharmacists and nurses portrayed by actors, NAB Tv Code Review Board was told Friday at Washington meeting. White-coat ban went into effect recently but does not cover appearances by licensed professional people. Board staff understood to have ruled recently against use of greeting "Doc" by youngster entering drug store. Code group reports to NAB Tv Board next week at Hollywood, Fla., directors meeting. Roger W. Clipp, WFIL-TV Philadelphia, presided at code session. Group slated to meet March 16 during NAB convention in Chicago.

Mack trial shift to Miami urged

Federal judge was asked Friday to change trial of former FCC Comr. Richard A. Mack and his friend and benefactor, Thurman A. Whiteside, from Washington to Miami because of extensive and unfavorable publicity grand jury indictment received in capital city.

Attorneys for Mr. Mack and Mr. Whiteside charged that because of this publicity neither of the defendants could receive a fair trial in Washington. Government attorneys opposed the motions.

U.S. District Judge Burnita S. Matthews took motions under advisement. She said she would have decision out within week.

Defense attorneys also charged that Justice Dept. lawyers deliberately leaked information that grand jury was preparing true bill against Mr. Mack and Mr. Whiteside. They claimed that release of this information before formal indictment was handed down violated rule of grand jury secrecy. This means, they said, indictment should be dismissed.

• Business briefly

• Union Oil Co. of California has named Erwin Wasey, Ruthrauff & Ryan, L. A., to handle broadcast advertising. Print advertising remains with Young & Rubicam, L. A.

• Leo Burnett Co. Friday (Jan. 23) resigned account of Bissell Carpet Sweeper Co., Grand Rapids, Mich. Client appropriated approximately $500,000 for spot tv in 1958 but has been inactive recently.

• Philco Corp. (radio-tv sets, washers), Philadelphia, reported to be launching four-week spot tv campaign in 40 markets in late February. Agency: BBDO, N. Y.

• Peter Pan Foundations Inc., N.Y., through Ben Sackheim Co., same city, has contracted with 11 stations in as many markets for extensive tv spot campaign starting early March for 10 weeks.

Tax court ruling

U. S. Tax Court ruled Friday that expense incurred in obtaining tv channel was capital investment—not "ordinary and necessary" business expense. Ruling came on appeal by WBIR Inc. (WBIR-AM-TV Knoxville, Tenn.) which went through comparative FCC hearing in 1955. Tax court upheld 1954 ruling of Internal Revenue Service. IRS also said, however, that where radio station attempt to secure tv permit failed, expenses could be deducted as business loss. Import of ruling, it is understood, is that radio stations may not amortize tv hearing costs as they do with other business expenses.

Oversight probe gets green light

House Commerce Committee Friday (Jan. 23) received Rules Committee approval of its 1959-60 resolution (H Res 56) authorizing continued investigations by Legislative Oversight Subcommittee. Commerce Chairman Oren Harris (D-Ark.) and ranking minority member John Bennett (R-Mich.) presented resolution to rules group Friday morning.

Rep. Harris replied in affirmative when asked specifically by Rep. Clarence J. Brown (R-Ohio) if resolution authorized continuance of subcommittee investigations. Clue to what extent Oversight will operate in new Congress should come today (Jan. 26) when Com-

AT DEADLINE
CONTINUED

merce submits its appropriation request to House Administration Committee. Commerce was allocated approximately $100,000 for its operations during 85th Congress, while Oversight Subcommittee was first given $250,000 and later an additional $60,000.

KCOP (TV) strike over

KCOP (TV) Los Angeles is getting back to normal after five-week strike (see page 52) of 42 engineering and technical employees, members of International Brotherhood of Electrical Workers Local 45, who returned to work Saturday (Jan. 24). Terms of settlement not disclosed, but it was understood wage increase was $7.50 weekly, compromise between $10 asked by union and $5 originally offered by KCOP. IBEW gets jurisdiction over all videotape operations at station. KCOP is dropping its $1 million suit against union. All business lost by station during strike has returned.

Doerfer for boosters

FCC Chairman John C. Doerfer, Friday, told protesting western officials in Denver that he would do what he could to extend 90-day grace period for existing unlicensed tv boosters. About 50 representatives of western states urged FCC to reconsider Dec. 31, 1958, decision ordering deletion of on-channel vhf boosters (see page 60).

Murrow rebuffed

It was Genevieve (Jack Paar's French pixie) in for Babe (Mrs. Ruth, the ballplayer's widow) on CBS-TV's *Person to Person* Friday (Jan. 23). Last-minute substitution came after landlord of Mrs. Ruth's apartment, Felix Harding of 110 Riverside Drive, New York, refused to let network on premises—apparently because there was no dough in deal for him. It was first time in show's 457 guest remotes situation had occurred.

Blatnik ad probe ordered to disband

Congressional thorn in sides of advertising and Federal Trade Commission has been removed with disbandment of Legal & Monetary Affairs Subcommittee of Government Operations Committee. However, subcommittee Chairman John Blatnik (D-Minn.) said Friday (Jan. 23) work of investigative group would be absorbed by five remaining arms of parent committee.

In three separate reports last summer, Blatnik body shook advertising circles with charges FTC had failed to police false and misleading advertising of weight reducers, dentifrices, tranquilizers and cigarettes (BROADCASTING, Aug. 25, 1958). Committee has been criticized in past for allegedly encroaching upon the jurisdiction of other standing House committees—including Commerce.

Prior to formation of Oversight Subcommittee of Commerce, Blatnik body was readying plans to launch same type investigation of FCC. Status of the Government Operations Freedom of Information Subcommittee headed by Rep. John Moss (D-Calif.) is uncertain.

Senators propose ethics standards

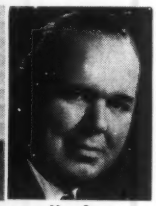
New York's two Republican senators, Jacob K. Javits and Kenneth B. Keating, Friday (Jan. 23) introduced legislation designed to promote government ethics. Among provisions: all communications by members of Congress with FCC and other agencies would be made part of public record; "an enforceable code of ethics" for legislative as well as administrative officials; give rules committees jurisdiction over alleged violations by members of Congress and their staffs, and set up bi-partisan federal commission on ethics.

Two additional bills were introduced Thursday in House to repeal 10% excise tax on communications. They were sponsored by Reps. William S. Broomfield (R-Mich.) and George M. Grant (D-Ala.).

Rep. John D. Dingell (D-Mich.) Friday announced plans to introduce today (Jan. 26) measure prohibiting pay tv. In doing so, Rep. Dingell hit FCC plans to authorize test, which he said, would "produce no new information . . . but will permit the sponsors of subscription tv to invest large sums of money which they will later use as a justification for continuing. . . ."

WEEK'S HEADLINERS

Mr. Gunts

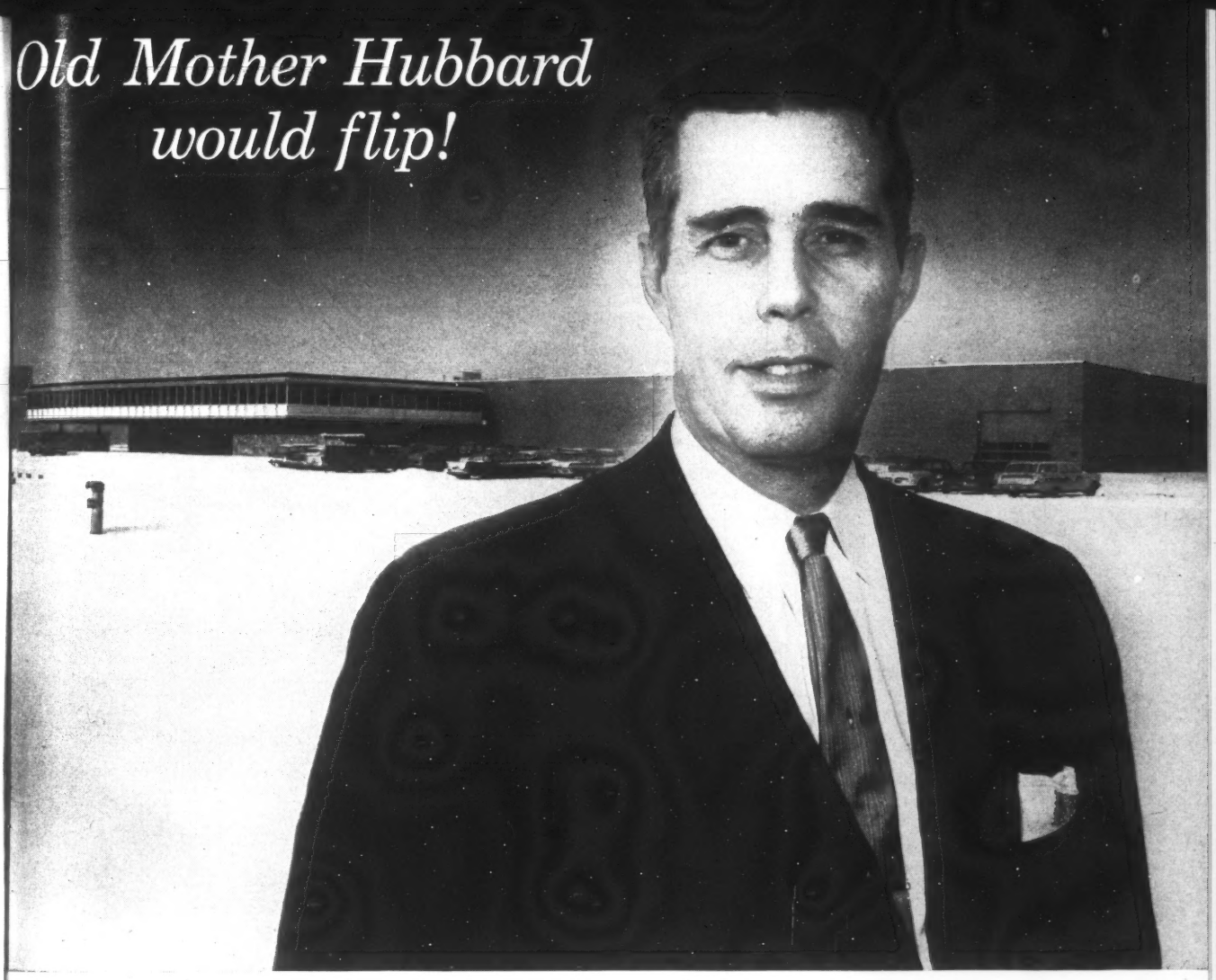

Mr. Carr

BRENT O. GUNTS and THOMAS A. CARR have been appointed station managers, respectively, of WBAL-TV and WBAL Baltimore, effective Feb. 16, replacing LESLIE H. PEARD JR., who has resigned both posts. D. L. PROVOST, v.p. and general manager of radio-tv division of Hearst Corp., said that Messrs. Carr and Gunts will work as team in managing two Hearst properties. Mr. Carr was formerly part owner and station manager of WANN Annapolis, Md., and served as executive secretary and administrative assistant to Maryland governor Theodore R. McKeldin prior to joining WBAL as director of public relations earlier this month (BROADCASTING, Dec. 29, 1958). Mr. Gunts entered radio at WFBR Baltimore in 1936 and was originator of radio show, *Quiz of Two Cities*, which went network and was syndicated for 12 years. He later formed his own New York production company, Entertainment Enterprises Inc., and in 1949 started Brent Gunts Productions in Baltimore. He served in advisory capacity to WBAL-TV for past eight months. Mr. Provost also announced that ALFRED E. BURK will serve as assistant station manager of WBAL in addition to present position of sales manager. WILLIS K. FREIERT will continue as assistant station manager and sales manager of WBAL-TV.

Mr. Shupert

GEORGE SHUPERT, president of ABC Films Inc. (American Broadcasting-Paramount Theatres film syndication arm), selected by Loew's to head its sales-distribution activity as v.p. in charge of tv for MGM, succeeding Charles C. (Bud) Barry, who had resigned to become president of NTA Film Network. MGM television production now is under wing of Sol C. Siegel, who is v.p. in charge of production at MGM Studios (WEEK'S HEADLINERS, Jan. 19). Mr. Shupert's first association with entertainment field was in 1938 in production of industrial films; in 1940 he was appointed director of sales, commercial film division Paramount Pictures (New York), concentrated on Paramount's tv operations 1942-1951, advancing to v.p. and director of commercial tv operations for Paramount TV Productions Inc. Mr. Shupert's executive posts also included v.p. of Peerless Tv Productions Inc. and v.p. and general manager of United Artists Television Corp., joining ABC Films in 1953 as v.p.

Old Mother Hubbard would flip!



That little old cupboard dilemma of Ma's was nothing, really.

Consider Joe Foy, now. He's General Manager of Spartan Stores, Inc., of Grand Rapids. Behind him is his new 310,000 square foot warehouse. When this picture was taken, all those acres and acres of cupboard had yet to be filled.

Yet, once that's done, Joe's job is just barely started. He's got to turn right around and proceed to empty it — and then fill it again and empty it again — umpteen times a year, and do it year after year.

But, whereas Dame Hubbard contemplated her project with knitted brow, Joe approaches his eagerly and with confidence. In the twelve years he's been boss at Spartan, volume has increased 1,000%. It now grosses more than 60 million dollars a year. In all, Joe serves more than 500 stores all over Michigan.

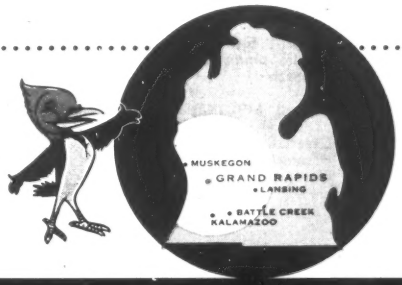
Joe is a modern grocery merchandiser, using modern techniques. He says, "The sale of grocery products requires effective preselling in top-notch advertising media. We know WOOD and WOOD-TV can do this pre-selling job competently."

Your sales manager knows the importanc of distribution in WOODland. Make certai that distribution is followed by sales. Kee a schedule on WOOD and/or WOOD-TV Wherever you are, there is a Katz man t help you get it.

WOOD-TV is first-morning, noon, night Monday through Sunday November '5 ARB Grand Rapids

WOOD-AM is first-morning, noon, night Monday through Sunday-April '58 Puls Grand Rapids

Everybody in Western Michigan is a WOODwatche



WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

because it stands to reason that all listeners do not prefer the same thing.

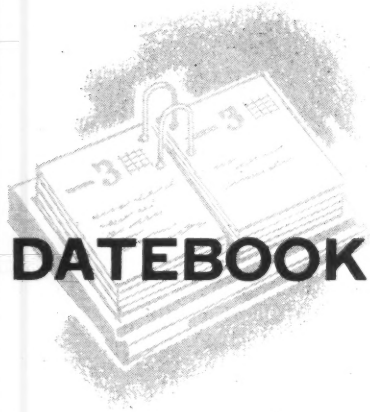
Therefore, in order to best serve "most of the people most of the time," KOA-Radio adds variety to every phase of broadcasting.

There's great variety in entertainment as KOA combines the best of network shows with popular local programs. Variety in style and presentation distinguishes KOA's news coverage and public service programming. The appeal of talented variety in personalities is evidenced by KOA's loyal, responsive audiences.

Variety in programming can help you sell more effectively, too. On KOA-Radio, your sales message is unmistakably yours . . . individualized and delivered to create immediate sales action!

Represented nationally by
Henry I. Christal Co., Inc.

NBC
KOA DENVER Radio
One of America's great radio stations
850 on your dial
50,000 Watts



DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

JANUARY

Jan. 27—Board of directors, Assn. of Maximum Service Telecasters, Shoreham Hotel, Washington, to hear reports on TASO directional antenna test program.

*Jan. 27—Radio & Television Executives Society timebuying-selling seminar luncheon, 12:15 p.m., Hawaiian Room, Hotel Lexington, New York. Topic: "Tv Audience." Speaker: Norman Cash, president of Television Bureau of Advertising.

Jan. 27-29—South Carolina Radio & Television Broadcasters Assn., winter convention, Hotel Wade Hampton, Columbia. Members of General Assembly will be entertained at Jan. 28 banquet.

*Jan. 28—Radio & Television Executives Society roundtable luncheon, 12:30 p.m., Palm Terrace, Hotel Roosevelt, New York. Topic: "The Role of the Tv Critics," presented by Patrick McGrady for the Fund for the Republic.

Jan. 28-29—Georgia Radio & Tv Institute, sponsored by Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, at Athens.

Jan. 29—Cooperative advertising workshop, Assn. of National Advertisers, Hotel Pierre, New York.

Jan. 30—Oral argument scheduled before FCC en banc on Seattle ch. 7 grant held by Queen City Broadcasting Co. (KIRO). Case reopened on petition for reconsideration filed by KXA and KVI, both Seattle.

FEBRUARY

Feb. 1-6—Winter meeting of American Institute of Electrical Engineers, Statler Hilton Hotel, New York, includes four sessions devoted to radio and tv experiments and operations. NBC and CBS videotape installations will be described.

Feb. 2-6—Combined NAB boards will meet at Hollywood Beach Hotel, Hollywood Beach, Fla. Semi-annual session opens Feb. 2 with Tv Finance Committee; Feb. 3, General Fund and Membership Committees; Feb. 4, Tv Board; Feb. 5, Radio Board; Feb. 6, combined Tv and Radio Boards.

Feb. 5-April 30—Thursday evenings, 13-week seminar in operations research for advertising and marketing personnel, sponsored by Advertising Research Foundation, at site to be announced.

Feb. 5-8—Hi-fi Show, Shoreham Hotel, Washington. The newest in stereo and reproducing gear will be on display.

*Feb. 6-7—Radio-Tv Short News Course, U. of Minnesota School of Journalism, Minneapolis.

Feb. 8-14—National Advertising Week, sponsored by Advertising Federation of America and Advertising Assn. of the West.

*Feb. 9—Broadcast Advertising Clinic sponsored by Hollywood (Calif.) Advertising Club, Hollywood Roosevelt Hotel, 9:30 a.m.-4:15 p.m. Club's first annual radio-tv commercial awards will be made at luncheon.

*Feb. 9—Oliver Treyz, ABC-TV president, will answer Fortune article, "The Light That Failed," at Chicago Broadcast Adv. Club.

*Feb. 10—Entries close for National Headliners Club awards. Address Mall Dodson, Convention Hall, Atlantic City, N. J.

Feb. 14—Institute of Radio Engineers, Washington Section, annual banquet, Statler Hilton Hotel, Washington.

Feb. 15—Trial of former FCC Comr. Richard A. Mack and friend, Thurman A. Whiteside, for conspiracy to defraud United States scheduled in U. S. District Court, Washington. Motions for trial to be held in Miami are pending.

Feb. 17-20—Audio Engineering Society, annual western convention, Hotel Biltmore, Los Angeles.

Feb. 18—Comments due on FCC proposal to revise program and commercial listings in application forms for new radio and tv stations, licenses and transfers. Docket No. 12,673.

Feb. 21—United Press Intl. Broadcasters Assn. of Connecticut, Jolly Fisherman, Norwalk.

Feb. 24-25—NAB Conference of State Broadcaster Assn. Presidents. Annual meeting and conferences with legislators. Shoreham Hotel, Washington. A feature of the final day will be the annual Voice of Democracy awards luncheon.

Feb. 25-27—Electronic Industries Assn. industrial relations conference, Chase-Park Hotel, St. Louis.

MARCH

March 2—Boston ch. 5 rehearing scheduled to begin. This is on question of off-record conversations with FCC commissioners during original comparative hearing, remanded to the FCC by the U.S. Court of Appeals for the District of Columbia. Examiner: Judge Horace Stern.

*March 15—Assn. of Maximum Service Telecasters, annual membership meeting, Conrad Hilton Hotel, Chicago, 10 a.m.

March 15-18—NAB's annual convention at the Conrad Hilton Hotel, Chicago. Exhibits open; non-agenda meetings scheduled March 15. Formal sessions open at noon March 16 with keynote speech by Robert W. Sarnoff and continue through March 18; schedule topped by an address by FCC Chairman John C. Doerfer and FCC-industry roundtable. Only NAB associate members supplying broadcast equipment are eligible to exhibit. Annual NAB Engineering Conference, with several joint management-technical sessions, will be held concurrently with convention in the same hotel.

March 18-20—Quarterly conference, Electronic Industries Assn., Statler-Hilton Hotel, Washington.

March 23-26—National convention, Institute of Radio Engineers, Waldorf-Astoria, New York. The nation's leading electronic scientists will attend. Advances in space technology and major new electronic fields will be explored.

APRIL

*April 1—Research workshop, Assn. of National Advertisers, Hotel Pierre, New York.

April 5-8—National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 6-9—National Premium Buyers, 26th annual exposition, Navy Pier, Chicago. Premium Advertising Assn. of America will meet April 7 same site.

Mitch and Robin

...which one's among the TOP 10 IN AMERICA?

you'll find the answer on WKMH

When Mitch and Robin get together, the air waves crackle! Here indeed are two MUSIC MEN—each a leader in his field. Just as Mitch Miller has his enthusiastic fans, WKMH's Robin Seymour has an immense and loyal following. Robin was recently named one of the top 10 radio personalities in America. Why not let this national award winner make sales for YOU in the rich Detroit market?

Represented by Headley-Reed

knorr BROADCASTING CORPORATION

WKMH Dearborn-Detroit WKMF Flint, Michigan WELL Battle Creek, Michigan WSAM Saginaw, Michigan WKHM Jackson, Michigan

Typical? Not really. Only a great show can rack up audience shares and late-evening ratings like these.* But they prove again that big movies on CBS Owned Stations draw huge audiences. And now, of course, the audiences will be bigger than ever: four CBS Owned Stations have just added the Paramount pictures to their star-studded film schedules. (And this week, these films make their debut on WCBS-TV, New York.)

KMOX-TV, ST. LOUIS
68.4% share
27.9 rating

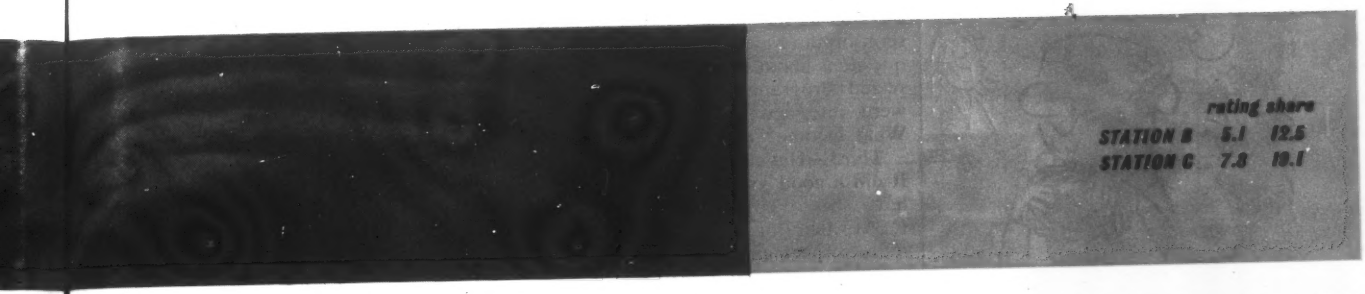
WBBM-TV, CHICAGO
76.3% share
40.6 rating

WCAU-TV, PHILADELPHIA
54.5% share
24.8 rating

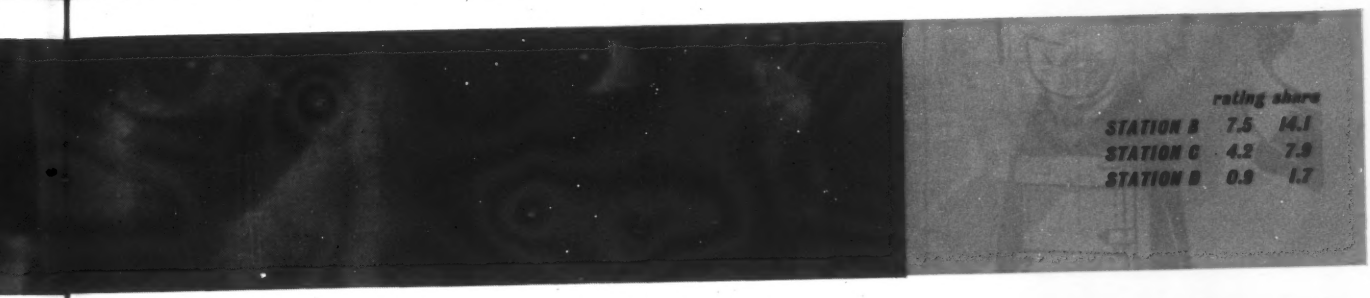
KNXT, LOS ANGELES
72.8% share
32.9 rating

*Trendex study of "Going My Way" broadcast Jan. 10 — starting at 10:15 pm on KMOX-TV, St. Louis; 11:15 pm on WCAU-TV, Philadelphia; and 10:00 pm on WBBM-TV, Chicago and KNXT, Los Angeles.

CBS TELEVISION STATIONS
A Division of Columbia Broadcasting System, Inc.



	rating	share
STATION B	5.1	12.5
STATION C	7.8	19.1



	rating	share
STATION B	7.5	14.1
STATION C	4.2	7.9
STATION D	0.9	1.7

	rating	share
STATION B	3.3	18.2
STATION C	12.4	27.3

	rating	share
STATION B	5.2	11.5
STATION C	1.7	3.8
STATION D	0.3	0.7
STATION E	1.4	3.1
STATION F	2.7	5.9
STATION G	1.0	2.2

gay adventures of Wally Wing-it

Cut rehearsal time and still have a smooth, professional commercial by using TelePrompTer. No fluffs! No freeze-ups! No egg-on-the-face! Your local talent will always deliver live commercials smoothly, professionally, *accurately* when you provide TelePrompTer equipment. It builds clients' confidence in your station's ability to produce commercials that sell effectively in your own neighborhood. TelePrompTer assures network quality at the local level.

TelePrompTer is a sales tool—More and more advertisers are favoring stations equipped with TelePrompTer. They like the assurance of good delivery that only TelePrompTer can give. More national clients will prefer live commercials with local authority when they can rely on the accuracy of your talent. See TelePrompTer at the N. A. B. Convention in Chicago, March 15th.

Specialists in

GROUP COMMUNICATIONS

TELEPROMPTER CORPORATION

311 WEST 43 ST., NEW YORK 36, N. Y.

LOS ANGELES • WASHINGTON, D.C. • CHICAGO
HUNTSVILLE, ALA. • TORONTO • LONDON

OPEN MIKE

KPRC survey well liked

EDITOR:

First—Congratulations on having to change the format of your useful and informative publication. I like the "new look."

Second—Your article "Formula for the Ideal Station?" [Jan. 5] should be read by all people in the medium of radio . . . as well as advertising agencies, sponsors and even tv personnel. These questions about the squib "If Public Directed Programs." How many people were interviewed? What age group? What income? Education? Etc.?

Third—Hat's off to KPRC [Houston]. It did a good job. The results may not have been completely favorable to KPRC but I'm sure the station gained more respect and is now gaining more listeners. This *step* by KPRC today, may be the *foundation* for better radio tomorrow.

Ted J. Simon
WPBN-TV Traverse City, Mich.

EDITOR:

Will you kindly ship 250 reprints . . .

Sima S. Rothman
KMAM (AM)-KMFM (FM)
Alamogordo, N.M.

EDITOR:

We would like as many copies as possible . . .

Jane Bedell, Director
Press & Public Information
Institute for Motivational Research Inc.
Croton-On-Hudson, N.Y.

[EDITOR'S NOTE: Reprints 10¢ each.]

New York newspaper strike

EDITOR:

Please send me 25 copies of your article "Have Newspapers Been Oversold?" which appeared in your Dec. 29, 1958, issue.

Ed Morgan
Sales Manager
KOWH Omaha, Neb.

EDITOR:

Please send us 25 reprints of the Dec. 29 editorial, "People and Papers." Very interesting!

Steve Fayer
Promotion Director
WTOL-TV Toledo, Ohio

Pittsburgh radio success

EDITOR:

In the Dec. 15, 1958, issue you carried a lead article, "If Anyone's Wondering About Radio," based on the fund-raising promotion of one of our members, the Pittsburgh United Fund. It is an excellent article and we are much interested in it.

I hope you will give us permission to have the article duplicated so that we can send it to our 1,500 other member communities.

Martha Winn
Associate Director
Television-Radio-Films
United Community Funds and Councils of America
New York

[EDITOR'S NOTE: Permission granted.]

Dropping the multiple rate card

EDITOR:

We not only applaud the Balaban Stations and KTUL Tulsa for their moves to one rate, but we also say, "Welcome to the Club" (LEAD STORY, Jan. 19). WFBR has operated with a single rate for years and years and years and we found that everybody wins—advertiser, agency and station.

Robert B. Jones Jr.
Vice President and General Manager
WFBR Baltimore

Echo from Young & Rubicam

EDITOR:

Many thanks for a very fine story (BROADCAST ADVERTISING, Jan. 12). I marvel at the way you made sense out of the disorganized stuff I threw at you.

Peter G. Levathes
Young & Rubicam
New York

WMBR in Blair portfolio

EDITOR:

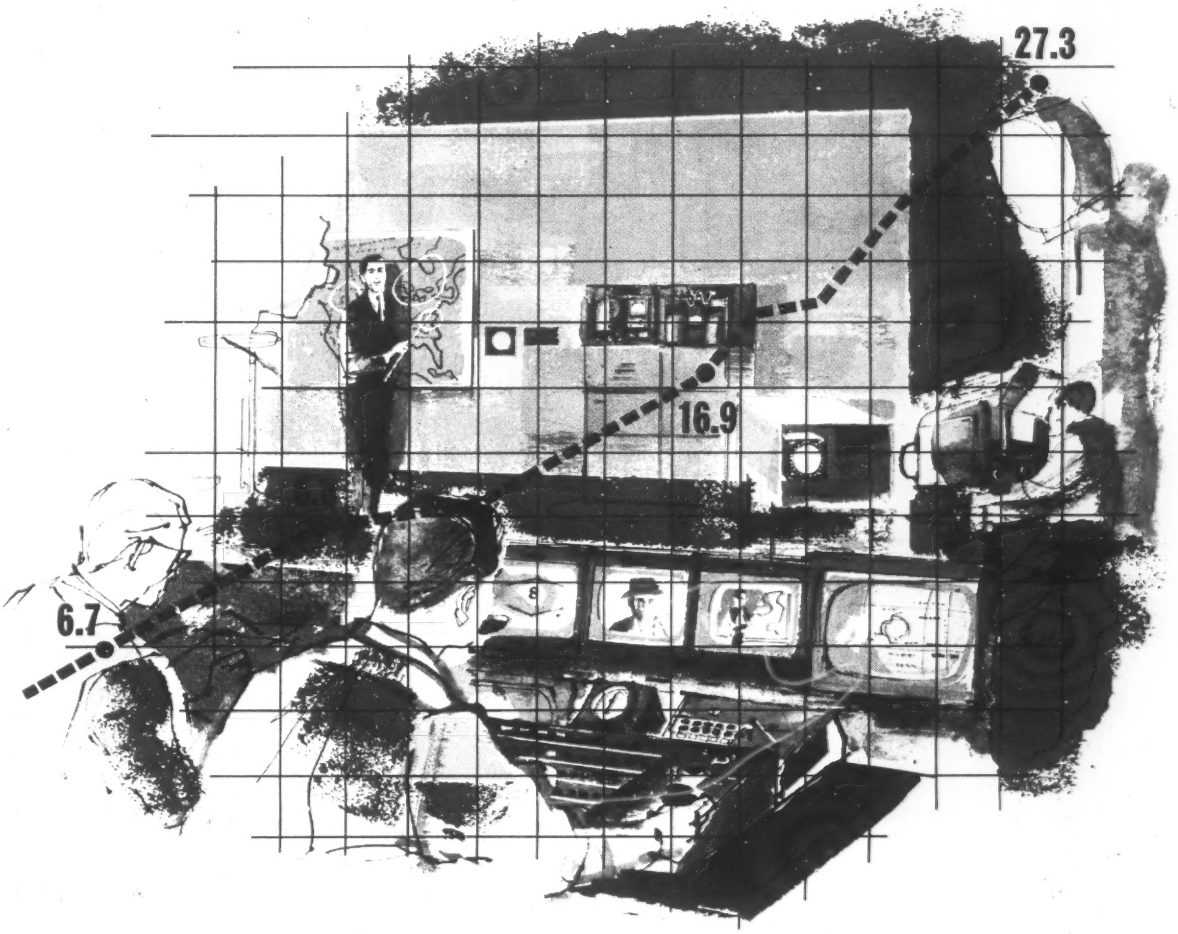
Your CLOSED CIRCUIT on page 5 Jan. 19 says WMBR Jacksonville, Fla., is represented by CBS Spot Sales. This was true up to Jan. 1. Since that time WMBR has been represented by John Blair & Co.

Ben Strouse
President
WWDC Washington, D. C., and WMBR Jacksonville, Fla.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.



WEATHER SHOW RATINGS GO UP

with Collins Weather Radar

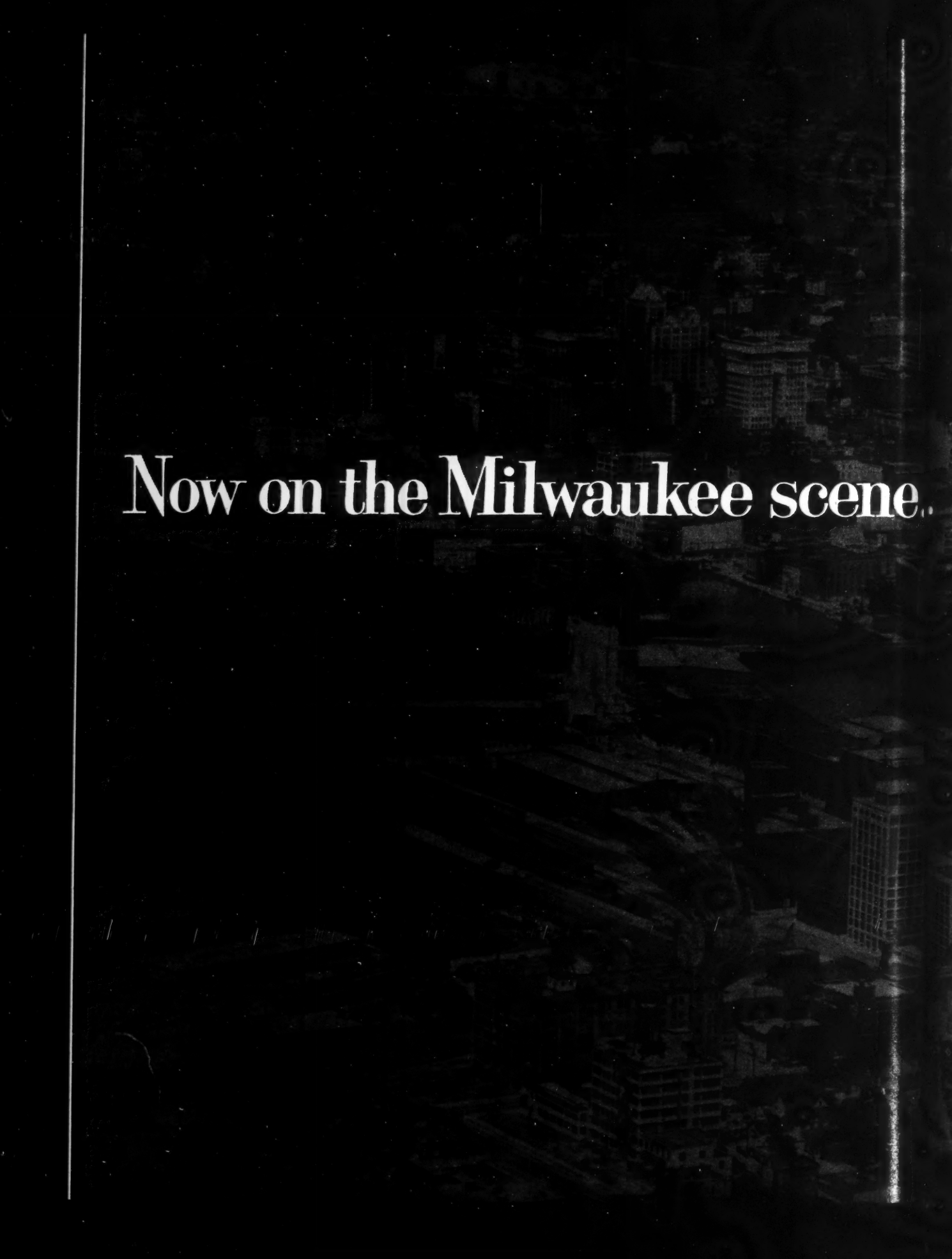
Collins Weather Radar takes advantage of TV's unique attraction. Watching things happen *while* they happen. The fascination of seeing the weather is a sure-fire audience puller.

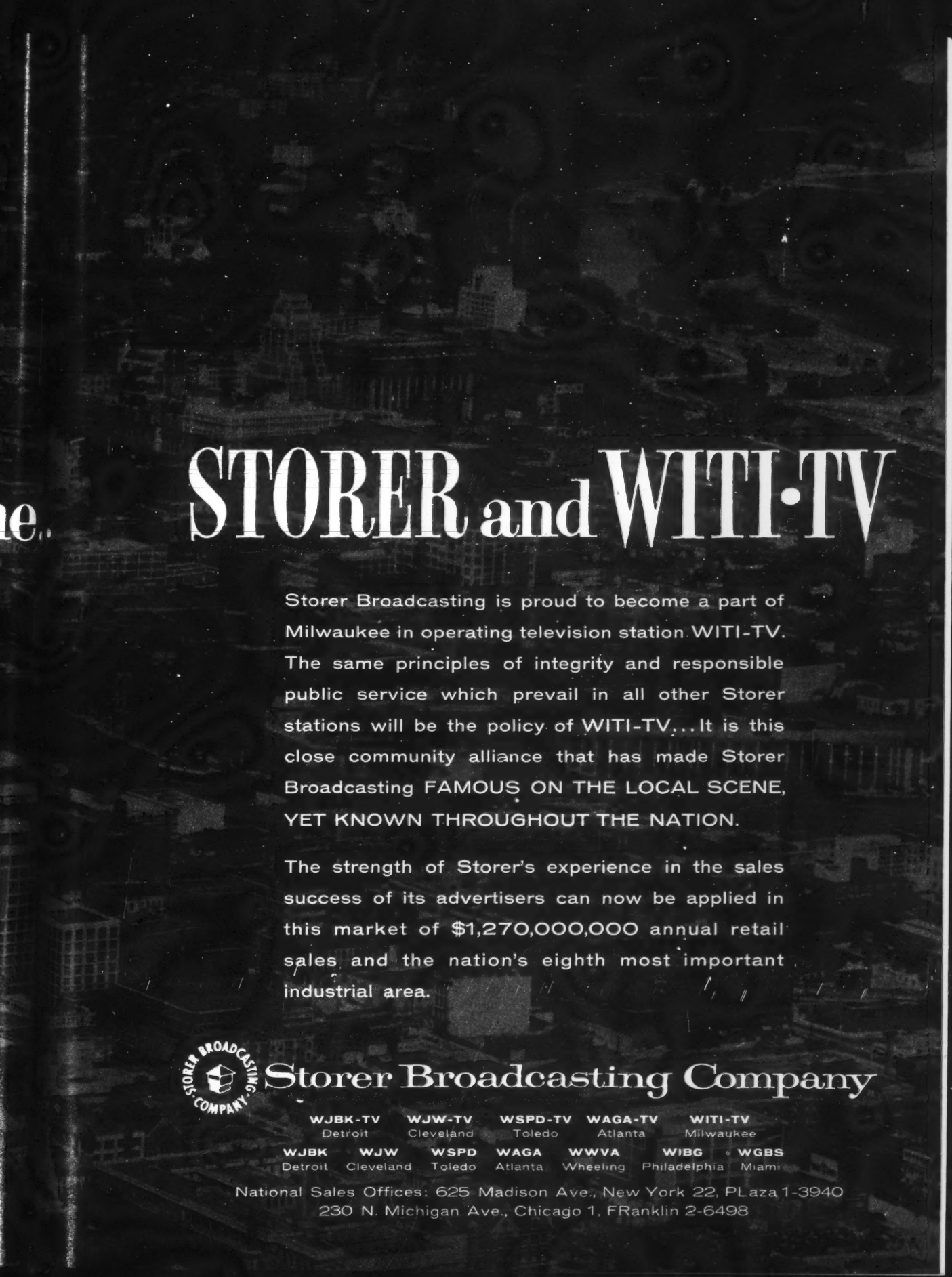
Collins Weather Radar is simple to install. Your own engineers can do it with technical help from Collins if they need it. The antenna is mounted on the roof and connected to receiver-transmitter and synchronizer units in the building. An indicator is rigged in a shadow box for camera close-ups. Acetate maps of your local area are placed over the indicator to pinpoint weather activity with respect to geographical location.

Be the first in your market with Collins Weather Radar and watch your ratings climb. For complete information call or write your nearest Collins Broadcast Sales office.

COLLINS

COLLINS RADIO COMPANY, 315 2nd Avenue S.E., CEDAR RAPIDS, IOWA • 1930 Hi-Line Drive, DALLAS, TEXAS • 1510 Verdugo Avenue, BURBANK, CALIFORNIA • 261 Madison Avenue, NEW YORK 16, NEW YORK • 715 Ring Building, WASHINGTON, D. C. • 1318 Fourth Avenue, SEATTLE, WASHINGTON P. O. Box 547, GATLINBURG, TENNESSEE • 2804 Dodson Drive, EAST POINT (Atlanta), GEORGIA • 4403 W. 77th Terrace, KANSAS CITY 15, MISSOURI 205 E. Third Avenue, SAN MATEO, CALIFORNIA • 4834 Forest Avenue, FORT WAYNE, INDIANA • 4471 N. W., 36th Street, MIAMI 48, FLORIDA
COLLINS RADIO COMPANY OF CANADA, LTD., 11 Bermondsey Road, TORONTO 16, ONTARIO, CANADA.


Now on the Milwaukee scene..


STORER and WITI-TV
Storer Broadcasting is proud to become a part of Milwaukee in operating television station WITI-TV. The same principles of integrity and responsible public service which prevail in all other Storer stations will be the policy of WITI-TV... It is this close community alliance that has made Storer Broadcasting FAMOUS ON THE LOCAL SCENE, YET KNOWN THROUGHOUT THE NATION.
The strength of Storer's experience in the sales success of its advertisers can now be applied in this market of $1,270,000,000 annual retail sales and the nation's eighth most important industrial area.
STORER BROADCASTING COMPANY
Storer Broadcasting Company
WJBK-TV Detroit
WJW-TV Cleveland
WSPD-TV Toledo
WAGA-TV Atlanta
WITI-TV Milwaukee
WJBK Detroit
WJW Cleveland
WSPD Toledo
WAGA Atlanta
WWVA Wheeling
WIBG Philadelphia
WGBS Miami
National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940
230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

IT ALL DEPENDS WHO KNOCKS ON YOUR PROSPECTS' DOOR

If you want to open more doors and close more sales, it's sound practice to "knock" over KFMB in the highly reliable company of such welcome newsmen as Edward R. Murrow, Eric Sevareid, Lowell Thomas and Walter Cronkite. They have access to some 301,000 San Diego County homes (plus thousands more in five additional Southern California Counties) and will help add deep conviction to *your* message. And they're backed up by a whole corps of local reporters who get an equally warm reception. With news reaching such new peaks of interest the San Diego CBS radio station has one of the strongest selling voices in America.

In San Diego KFMB *IS* CBS. FIRST ON MORE *LIST*ENING THAN ANY OTHER SAN DIEGO RADIO STATION

KFMB RADIO

SAN DIEGO CBS

REPRESENTED BY

EDWARD PETRY & CO., INC.

MONDAY MEMO

from **BEN POTTS,** *partner in Potts-Ray & Assoc., Los Angeles*

Why does radio have to keep proving itself?

Whenever our agency announces a newspaper campaign or a proposed use of magazines or even television, no one ever questions the wisdom of the plan. But the minute we consider radio someone is bound to ask, "Why radio?"

We happen to believe that radio has been and continues to be a high-potential, low-cost advertising medium. We can remember its successes beginning as far back as the *Eveready Hour,* one of NBC's first commercial network shows. We've seen radio change, adapt to new conditions, making enormous transitions in status from a star-studded glamour medium of yesterday to the functional necessity it has become today. A common mistake is the belief that the advent of television arrested the development of radio. The fact is that television simply caused radio to grow in a new direction.

For about 30 years before television became a factor in advertising, radio was recognized as a powerful persuader. Radio attracted crowds to its market place by the lure of entertainment, created a suitable mood for its salesmen to work in, then sold its prospects in an atmosphere of sincere, or sometimes synthetic, intimacy.

Changing Times • In its transition from big productions to the ad libs of record spinners, radio has continued in the direction of an easy, conversational relationship with its listeners. In radio today, there are practically no artificial production techniques or distractions which come between the speaker and his listeners. When commercials share this informality or capitalize on it, there's a good chance that listeners will absorb the commercial suggestions or recommendations unaware that they are being sold.

Those who ask "why radio?" seem to think that radio is somehow smaller or less important than it was in the pre-tv days. That's simply not so.

At the present time, just about every home in the U.S. is a radio home. Perhaps a statistic will help clarify this misconception. In 1945, the last year that radio was without important tv competition—radio's last "good year," according to some—radio's gross billings were $425 million. Ten years later —when many admen were hanging black crepe on the medium killed by tv —radio's gross stood at $546 million, about $121 million higher than radio's "best year."

While it's true that the console radio in the living room has been replaced by a television set, the loss of the one set for the family has been more than offset by the fact that there are small sets for individual members of the family all over the house.

Radio Goes Everywhere • Nor are people limited to in-home listening. Thanks to the portable radio, millions of listeners have taken radio out-of-doors—onto the patio, into the garden. Transistor radios are handy enough to go everywhere—to the beach, to picnics, to work. Sports fans take their portables along to baseball and football games and hear the play-by-play descriptions of their favorite sportscasters while they watch the game.

The obvious bigness of the automobile radio audience should provide some part of the answer to the "why radio?" crew. How large or how important the car radio audience is, no one can even guess. It is no longer uncommon for radio stations to gear their programming to the interests of this large audience on wheels. It is no longer uncommon, either, for stations to charge a premium commercial rate for what they call peak traffic times.

But, as any self-respecting driver on the freeways and expressways of our major cities will testify, practically any hour is a high traffic period.

The most recent occasion on which we heard the "why radio?" question was in connection with a 30-day market test we planned to run in Los Angeles for Bat Guano. Bat Guano, a fabulous plant food hidden away in caves in the Grand Canyon by bats thousand of years ago, had only a short time before become available in the supermarkets in the Los Angeles area. Our distributor wanted a one-month test to determine whether it was possible to establish consumer acceptance of the new product within this brief period.

Half the budget was used up in a one-time-only ad in each of the four metropolitan dailies. The other half purchased one-minute spots on eight Los Angeles stations for the whole month. No doubt the success of the test was due to the combined efforts of newspaper and radio. We noticed however that most of the comments from the grocery trade and from consumers mentioned radio as the attention catcher.

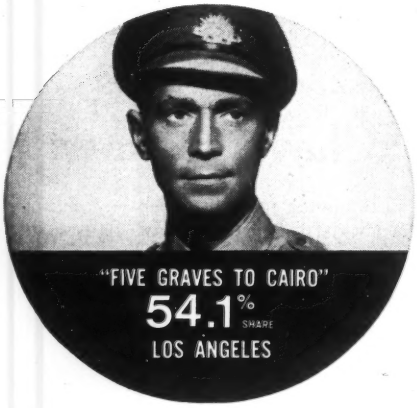
Local Legend • As pointed out earlier, no one ever raised any objections to the use of newspapers. But, in connection with our radio efforts, we were offered quite a bit of advice. Radio, said one oracle, is risky business for new products. Of course, he was right in the sense that all promotion is a speculation. Another said, and quite correctly, that the short word "bat" followed by the strange-sounding word "guano" would be a difficult combination for the ear to assimilate. Apparently, however, a good many ears did assimilate not only the two words but the whole message. Within a few weeks, Bat Guano was a popular topic of conversation. Radio personalities, particularly Dick Whittinghill at KMPC Los Angeles, made so many humorous references to Bat Guano that some of the stories have become local legend.

The upshot of the 30-day test is that radio was successful beyond our expectations. The schedule was renewed and expanded. Before the next cycle was completed, we received the green light to open up the 11 western states.

Perhaps people who ask "why radio?" don't know why. We think we do.

Benjamin R. Potts denies his middle initial stands for radio. Nevertheless, he has been involved in radio in one way or another since 1933 when N.W. Ayer & Son, New York, promoted him from office boy to the radio department's business staff. Later he worked there in merchandising, timebuying, production, writing. In 1939 he switched to McCann-Erickson where he did writing and production on the Ford account. In World War II he served with the Signal Corps and OSS. After the war he spent two years with Federal Adv., New York, then went to Los Angeles as copywriter for Erwin, Wasey, then as vice president of Lennen & Newell. He resigned in 1956.

"TWO YEARS BEFORE THE MAST"
73.9% SHARE
CHICAGO



"FIVE GRAVES TO CAIRO"
54.1% SHARE
LOS ANGELES

"LITTLE MISS MARKER"
63.2% SHARE
ST. LOUIS

"ROAD TO SINGAPORE"
58.1% SHARE
BOSTON

LAST MONTH, LAST W

ALL T C B

PARAMOUNT PICTURES F
MCA T

"THE BIG CLOCK"
59.1% SHARE
ST. LOUIS

"AND NOW TOMORROW"
55.2% SHARE
BOSTON

"WAKE ISLAND"
63.3% SHARE
ST. LOUIS

"SO PROUDLY WE HAIL"
55.7% SHARE
BOSTON

ST WEEK, LAST NIGHT!...

L THE TIME OVER THE U.S.A. BECAUSE OF

ES RATING POWER FROM

CA TV

SOURCE: TRENDEX—January, 1959
ARB—October, November, 1958

in Knoxville

The BIG 10

is now

The BIG 1

NOV., '58 ARB
(4-WEEK RATING)

- **20 out of the top 30 shows in Knoxville are on the BIG 10, WBIR-TV.**
- **In the daytime, from 9:00 AM to 6:00 PM, WBIR-TV had 158 top rated quarter hours; Station B had 93; Station C had none.**
- **In the evening, from 6:00 PM to Midnight, WBIR-TV had 89 top rated quarter hours; Station B had 79; Station C had none.**

ask your KATZ man

WBIR-TV, Ch. 10

KNOXVILLE, TENN. • CBS

"Knoxville's Number 1 Station"

BROADCASTING PUBLICATIONS INC.

PRESIDENT ..... Sol Taishoff
VICE PRESIDENT ..... Maury Long
VICE PRESIDENT ..... Edwin H. James
SECRETARY ..... H. H. Tash
TREASURER ..... B. T. Taishoff
COMPTROLLER ..... Irving C. Miller
ASST. SEC.-TREAS. .... Lawrence B. Taishoff

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters, BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER ..... Sol Taishoff
MANAGING EDITOR ..... Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
SPECIAL PROJECTS EDITOR ... David Glickman
ASSOCIATE EDITOR ..... Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle; STAFF WRITERS: Lee Edwards, Richard Erickson, Myron Scholnick, Benjamin Seff, Jim Thomas; EDITORIAL ASSISTANTS: George Darlington, Rita Cournoyer, Patricia Funk; SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS

V.P. & GENERAL MANAGER ..... Maury Long
SALES MANAGER: Winfield Levi (New York)
SOUTHERN SALES MANAGER ..... Ed Sellers
PRODUCTION MANAGER ..... George L. Dant
TRAFFIC MANAGER ..... Harry Stevens
CLASSIFIED ADVERTISING ..... Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael.
COMPTROLLER ..... Irving C. Miller
ASSISTANT AUDITOR ..... Eunice Weston
SECRETARY TO GEN. MGR. .... Eleanor Schadi

CIRCULATION & READER'S SERVICE

MANAGER ..... John P. Cosgrove
SUBSCRIPTION MANAGER ... Frank N. Gentile
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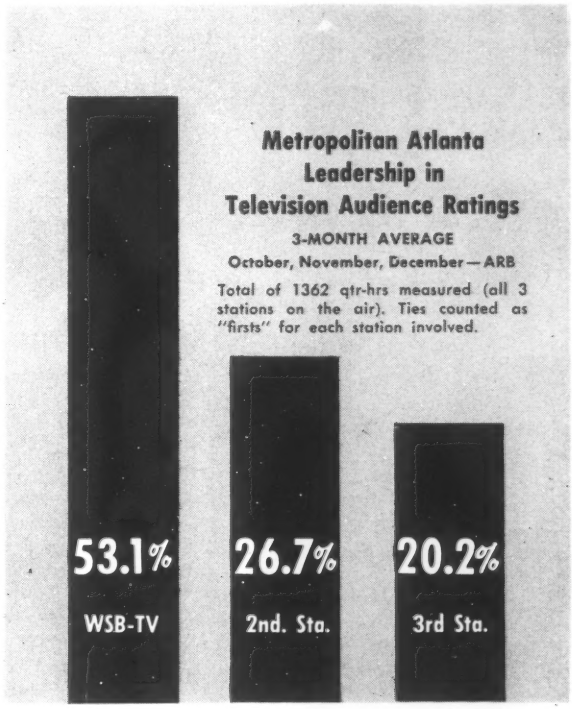

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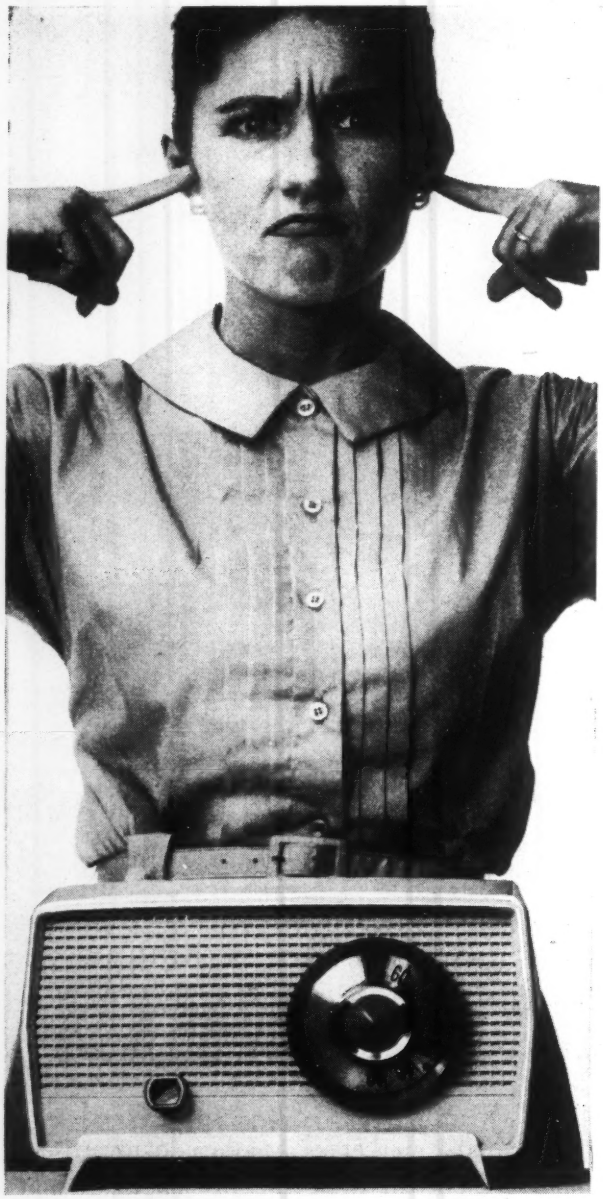

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

January 26, 1959
Vol. 56 No. 4

HEARING CIRCUS IN 86th CONGRESS?

• Move for network regulation may result from ratings hassle

• Other Hill agendas, bills forecast hot time for broadcasters

The House and Senate Commerce Committees took their first steps in the infant 86th Congress last week—steps that forebode a coming stampede into broadcasting matters.

In less than three weeks of the new Congress, approximately 50 bills on industry matters were introduced.

Just seven days after its final three members were assigned, the Senate committee which has jurisdiction over radio-tv will begin hearings on educational television tomorrow, Jan. 27 (see story, page 59). But this will constitute a tame beginning for the hearings and investigations to follow.

The following industry and FCC matters, after etv, will be up for committee consideration:

• New York hearings next month on the rating services, instituted by Sen. Mike Monroney (D-Okla.). This began as a one-man crusade over a year ago but the outspoken Oklahoman since has enlisted the enthusiastic support of Chairman Warren Magnuson (D-Wash.). Witnesses will include CBS commentator Edward R. Murrow, former NBC Chairman Sylvester (Pat) Weaver, now special consultant to McCann-Erickson, network spokesmen and advertising agency executives. Questionnaires were sent to agencies and broadcasters Christmas week but only a few replies have been received.

• Close observers predict that a tie-in is inevitable between the ratings inquiry and charges by many members of Congress, particularly Sen. Paul Douglas (D-Ill.), that network programming is killing locally-originated programs and talent. The end result, it is freely predicted, will be either an outright network regulation proposal or an effort to free prime network option time to non-network productions.

• The over-all allocations problem, with emphasis on the uhf dilemma and tv service to sparsely-settled areas. A group of western senators are demanding that the committee take action to upset the recent FCC decision banning vhf boosters. Special counsel Kenneth Cox already has completed a report on the latter problem (BROADCASTING, Jan. 12) and his views on the former are imminent. The committee has consistently harassed the FCC in the past on allocations and currently is awaiting an FCC stand before taking further action.

• Sen. Magnuson has stated that action on a spectrum study is a "must" for this session of Congress with hearings a strong probability.

• A bill enacting major changes in the Communications Act is a must, the chairman feels. Final form will come from proposals for "ripper" legislation on the one extreme to the curing of minor ills turned up by the Legislative Oversight Subcommittee investigations.

• Hearings are a distinct possibility on pay tv and moves to ban alcoholic beverage advertising in interstate commerce, an annual congressional headache. The drys already have made known that they will intensify their efforts, feeling they have new ammunition with recent removal of the distillers' ban against the use of women in advertising.

The committee received its new GOP members last Tuesday, with the ratio now standing at 11 Democrats and 6 Republicans. Minority members assigned to the committee include Sens. Clifford Case (N.J.), Thruston Morton (Ky.) and freshman Hugh Scott (Pa.), who moved over from the House. An organizational meeting had been scheduled for last Wednesday but was set back until tomorrow (Tuesday) due to the late assignment of the Republican members.

And, things will not be quiet on the other side of the Capitol where most of the 1958 headlines were made by the House Commerce Legislative Oversight Subcommittee. Broadcasters and Commissioners will watch with interest—and testify on—the following matters:

• First up will be hearings "fairly soon" on pay tv, according to Chairman Oren Harris. He has constantly fought FCC moves to authorize a toll system and two weeks ago introduced a resolution banning pay tv except for "technical tests" (BROADCASTING, Jan. 19). The committee, in preparation, has questioned all pay tv proponents, major league baseball teams, professional football teams and telephone companies on any pay tv negotiations held and contracts consummated.

• Hearings will be held on corrective legislation introduced to carry out recommendations in the final report of the Oversight Subcommittee. Work of the subcommittee also will be continued but hearings are not probable before late in the year, or possibly not until the second session of the 86th Congress.

• Rep. Harris also feels that a congressionally sponsored spectrum study is needed. He said last week that the committee would wait for recommendations of the President's special commission before taking any positive steps.

• Rep. Kenneth A. Roberts (D-Ala.) last week introduced an etv measure and will push the committee for early action. It is somewhat different from the Magnuson proposal on the same subject. Rep. Roberts was chairman of 1958 hearings by a subcommittee on the Senate-passed educational television bill.

KEY COMMITTEES READY TO GO

The lineup on Senate and House Commerce units

The Senate and House Commerce Committees

Following are pictures and short biographies of all the 17 Senate and 33 House Commerce Committee members. They are arranged in order of senority by parties.

SENATE COMMITTEE

MAGNUSON, SEN. WARREN G. (D-Wash.): Chairman of Commerce Committee with four years remaining in third full term as senator; sponsor of federal aid to etv and favors spectrum study; has continually prodded FCC for action on allocations; member of House eight years; entered Senate in 1944 as appointee.

PASTORE, SEN. JOHN O. (D-R.I.): Second ranking member of committee and chairman of Communications Subcommittee; outspoken critic of FCC for its failure to take positive steps to solve allocations dilemma; senator since 1950; former governor and lieutenant governor of Rhode Island.

MONRONEY, SEN. A. S. (MIKE) (D-Okla.): Four years to serve in second term as senator; member of House eight years. Leader in attack on rating services, with second round of hearings planned next month; member Communications Subcommittee; co-author Legislative Reorganization Act of 1946; former newspaperman; member of Sigma Delta Chi and Phi Beta Kappa.

SMATHERS, SEN. GEORGE ARMISTEAD (D-Fla.): Served in 80th and 81st Congresses before election to Senate in 1950. Served in Marine Corps in World War II. No plans to reintroduce bill which would divorce broadcasters and networks from BMI; name mentioned prominently in Oversight hearings last year in connection with appointment and service of FCC Comr. Richard Mack.

THURMOND, SEN. STROM (D-S.C.): Former governor, much-decorated World War II veteran, reserve Brigadier General; States' Rights candidate for President of U.S. (1948) polling 39 electoral votes; was elected to Senate in 1954. Against pay tv, for Langer anti-liquor ad proposal; holds Senate filibuster record.

LAUSCHE, SEN. FRANK J. (D-Ohio): First term in Senate ends January 1963. Five terms as Ohio governor; mayor of Cleveland, 1941-44. Served as judge previously. Has questioned radio practice of recording telephone talks and rebroadcasting without warning.

YARBOROUGH, SEN. RALPH W. (D-Tex.): Staunch friend of etv. First elected to Senate in special election, April '57; re-elected last November for full 6-year term. Practised law, taught legal courses, served as assistant attorney general, five years a district judge. On Texas Board of Law Examiners, 1947-51.

ENGLE, SEN. CLAIR (D-Calif.): Newly elected to Senate after serving in House since 1943. Assistant Democratic whip from 80th to 84th Congress; Chairman of Committee on Interior & Insular Affairs. Formerly state senator, district attorney.

BARTLETT, SEN. E. L. (BOB) (D-Alaska): Delegate to Congress from Territory of Alaska past 14 years; elected senator in Alaska's first election as 49th state; will serve only two-year term through luck of draw. Former newspaperman, gold miner and secretary of Alaska by Presidential appointment.

HARTKE, SEN. VANCE (D-Ind.): Freshman senator who defeated Gov. Harold Handley for seat formerly held by Sen. William Jenner (R); mayor of Evansville when elected to Senate; attorney.

MCGEE, SEN. GALE (D-Wyo.): Freshman senator. Professor of American History, U. of Wyoming, Ph D., American History, U. of Chicago, 1949. Chairman, Institute of International Affairs. Interested in efforts to provide tv service to sparsely-populated Wyoming.

SCHOEPPEL, SEN. ANDREW F. (R-Kan.): New ranking minority member of Commerce Committee, replacing defeated Sen. John W. Bricker (R-Ohio). Two years remaining in second term as senator; governor of Kansas for two terms; attorney.

BUTLER, SEN. JOHN M. (R-Md.): Four years remaining of second term in Senate; No. 2 Republican on committee. Began Baltimore law practice in 1926; with City Service Commission of Baltimore April 1947 to June 1949.

COTTON, SEN. NORRIS (R-N.H.): Entered Senate November 1954; present term expires January 1963. Member of House. 80th through 83rd Congresses; lawyer.

CASE, SEN. CLIFFORD P. (R-N.J.): Former Congressman (1945-53), elected to Senate in 1954; new Commerce Committee member; former president of The Fund for the Republic; trustee of Rutgers U.; member of Council on

The SALESMAN makes a difference.....

and so does the STATION!

You can bet on it — a reputable, *believable* salesman will make less noise — *and make more sales* — than a carnival pitch man.

50,000-watt WHO Radio is the most believable, *effective* salesman in this State. Iowa has confidence in WHO because WHO has confidence in Iowa. We have proved our faith for decades — by building and maintaining the greatest Farm Department in Mid-America — the greatest News Department — a fine, professional Programming Department that does a *lot* more than play the "first 50".

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined — and BELIEVE what they hear!

Of course you are careful about the salesmen you hire. You of course want to be equally careful about your *radio* salesmen. Ask PGW for all the facts about Iowa's GREATEST radio station!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

Foreign Relations and National Council of Churches of Christ in U.S.A.; introduced agency reform legislation in past congress.

MORTON, SEN. THRUSTON B. (R - Ky.): Elected to Senate two years ago but new to Commerce Committee; served three terms in House (1947 - 52); Assistant Secretary of State, 1953-56; graduate of Yale; director of several Kentucky organizations.

SCOTT, SEN. HUGH (R - Pa.): Freshman senator but 16 - year veteran of House of Representatives; Republican Party national chairman, 1948-49; former member of President Eisenhower's personal staff; author of several books and magazine articles; recipient of numerous awards.

HOUSE COMMITTEE

HARRIS, REP. OREN (D-Ark.): Beginning 10th term in Congress, third year as chairman of House Commerce Committee. Specialized in communications; bitter foe of pay tv; advocates spectrum study; headed 1958 Oversight investigations of FCC and will introduce several reform measures as result; keeps tight control of his committee.

WILLIAMS, REP. JOHN BELL (D-Miss.): No. 2 man on committee and rumored set to take over new version of Oversight Subcommittee; beginning 13th year in Congress; former county prosecutor; had considered entering upcoming Mississippi governor's race but since has withdrawn name.

MACK, REP. PETER F. JR. (D-Ill.); Oversight member; critic of FCC and its deintermixture decisions. In sixth congressional term. Active in aviation for which has received numerous awards.

ROBERTS, REP. KENNETH A. (D-Ala.): First elected to 82nd Congress. Chairman of last year's etv hearings in Communications Subcommittee; last week introduced etv bill; former state senator.

MOULDER, REP. MORGAN M. (D-Mo.): Began 1958 as chairman of Oversight Subcommittee but lost control of members and staff and "resigned"; beginning 11th year in Congress; former judge, prosecuting attorney.

STAGGERS, REP. HARLEY O. (D-W.Va.): Has served in House since 81st Congress. Former high school coach and teacher; former sheriff; past president of W. Va. State Moose Assn.

DOLLINGER, REP. ISIDORE (D-N.Y.): Congressman since November 1948. Eight years in state assembly, four in state senate; member of Dollinger & Dollinger law firm.

ROGERS, REP. WALTER E. (D-Tex.): First elected to 82nd Congress. Former district attorney thirty-first district of state. Holds law degree from U. of Texas Law School.

FRIEDEL, REP. SAMUEL N. (D-Md.): Former state legislator and member of Baltimore city council, serving in latter as chairman of finance and ways and means committees. First elected to 83rd Congress from new 7th congressional district.

FLYNT, REP. JOHN JAMES JR. (D-Ga.): First elected to 83rd Congress, member Oversight Subcommittee. Former state legislator and president of Solicitors General Assn.; World War II Bronze Star holder, graduate of Command & General Staff School.

MACDONALD, REP TORBERT H. (D Mass.): Beginning third term. Attorney former member New England area NLRB former legal assistant to Eric Johnston. World War II P.T. boat commander.

RHODES, REP. GEORGE M. (D-Pa.): First elected to 81st Congress. Veteran of World War I; has worked as printer, business manager, labor editor and labor representative.

JARMAN, REP. JOHN (D-Okla.): Fifth term in Congress. Formerly served in both branches of state legislature, and as enlistee in Army four years during World War II. Holds Harvard law degree.

O'BRIEN, REP. LEO W. (D-N.Y.): Beginning fifth term in Congress; former newspaperman and radio - tv commentator; owns minority interest in WROW-WTEN (TV) Albany, WCDB (TV) Hagaman, both New York, and WCDC (TV) Adams, Mass.

MOSS, REP. JOHN E. (D-Calif.): As member of Oversight Subcommittee, outspoken critic of practices before FCC during hearings. Sponsor of freedom of information legislation which became law during past Congress; member of House since January 1953; former member of California Assembly.

DINGELL, REP. JOHN D. (D-Mich.): Elected to 84th Congress in special election to succeed late father, who represented district since founding in 1932. Against pay tv; has been outspoken critic of FCC; former research assistant to U.S. Circuit Judge.

KILGORE, REP. JOE M. (D-Tex.): Beginning third term. In Texas House of Representatives 1946-52; practiced law until elected to Congress in 1954. Appointed to Commerce Committee in the summer of last year to fill a vacancy created by the retirement of Rep. Martin Dies (D-Tex.).

ROGERS, REP. PAUL G. (D-Fla.): Now in third term in Congress but new member of Commerce Committee; attorney member of Supreme Court Bar. Father formerly was member of House Commerce.

HEMPHILL, REP. ROBERT W. (D-S.C.): Serving second term in Congress but new member of committee. Active in church affairs; former state legislator and solicitor of 6th Judicial Circuit.

ROSTENKOWSKI, REP. DAN. (D-Ill.): Freshman. Youngest member of Congress (31 on Jan. 2). Six years in state legislature. Real estate and insurance man.

BROCK, REP. LAWRENCE (D-Neb.): Beginning first term, lowest-ranking majority member of committee; pharmacist-cattleman; former member of state highway commission and active in public power field.

BENNETT, REP. JOHN B. (R-Mich.): Following November elections, jumped four seats to become ranking minority member of Commerce Committee; member Oversight Subcommittee and one of first to call for agency reforms. Beginning eighth term in Congress.

SPRINGER, REP. WILLIAM L. (R-Ill.): Introduced anti-pay tv bill in last Congress; second ranking minority member. Now in fifth term. Previously state's attorney; county judge.

BUSH, REP. ALVIN R. (R-Pa.): Entering fifth congressional term. Owns 400 of 7,500 shares common voting stock in WWPA Williamsport and WARC Milton, both Pennsylvania. Corporation executive.

SCHENCK, REP. PAUL F. (R-Ohio): First elected to 82nd Congress. Teacher and scoutmaster; Dayton recreation director; president of board of education for 7 years.

DEROUNIAN, REP. STEVEN B. (R-N.Y.): Beginning fourth congressional term. Member of Federal Communications Bar Assn. when private practicing attorney; sponsored anti-influence legislation.

YOUNGER, REP. J. ARTHUR (R-Calif.): First elected to 83rd Congress. Served in World War I, financial administrator; has been executive vice president of Citizens Federal Savings & Loan Assn., San Francisco, since 1937.

AVERY, REP. WILLIAM H. (R-Kan.): Starting third term in Congress. Four years as state legislator. Formerly farmer and stockman. Father was state senator.

COLLIER, REP. HAROLD R. (R-Ill.): First elected to 85th Congress. Former newsman; served in Berwyn City Council; served three terms as secretary-treasurer of Cook County Supervisors Assn.

GLENN, REP. MILTON W. (R-N.J.): Serving second term. Six years in state legislature; previously municipal magistrate. Naval reserve lieutenant commander. Member of Congress since 1957 but newly-assigned to Commerce Committee.

DEVINE, REP. SAMUEL L. (R-Ohio): Freshman congressman; three terms as state legislator; five years with FBI; LL.B. from Notre Dame and former Columbus district attorney.

NELSON, REP. ANCHER (R-Minn.): New to the Hill. Served on Rural Electrification Administration 1953-56. Lieutenant Governor of Minnesota, 1952-53; fourteen years in state legislature.

KEITH, REP. HASTINGS (R-Mass.): Freshman congressman occupying bottom rung on seniority totem pole; state senator for two terms and chaired that body's counterpart to Commerce Committee; chartered life underwriter; is a graduate of U. of Vermont.

Committee staffs

The staffs of the Senate and House Commerce Committees are important in furnishing expertise, drafting reports and legislation and conducting hearings.

On the Senate committee, chief clerk is EDWARD JARRETT, in that position since October 1942 except during the 1953-54 GOP Congress; communications expert is counsel NICHOLAS ZAPPLE, in that job since January 1950.

On the House committee, chief clerk is W. E. WILLIAMSON, former mayor of Magnolia, Ark., appointed by Chairman Harris in November 1957; communications counsel is KURT BORCHARDT, in that job since 1947.

SINGLE RATE GAINS SUPPORT

WADK switches with dozen more on brink; retail critics no deterrent to SRA move

The attack on the two-rate system of pricing radio-tv time for national and local advertisers gained strength last week, but also ran into some resistance.

Officials of Station Representatives Assn. said a drive to get stations to convert to single rates for all advertisers, national and local, or at least amend and stiffen current policies, would be one of SRA's "main projects" for 1959. And, in the meantime, one more station abandoned the double standard and at least a dozen others were reported on the verge of the same decision, following the lead of four stations a week earlier (BROADCASTING, Jan. 10).

The movement was by no means unchallenged, however. The director of radio-tv advertising for Allied Stores, which operates more than 80 department stores across the U.S.—most of them substantial users of radio—issued a sharp warning that the trend could lead to substantial revenue losses for stations, with newspapers the gainers.

Critics Heard • Critics among retailers also contended that station representatives leading the move were motivated by a desire to get advertisers' co-op funds spent nationally rather than locally through their dealers. They claimed dealers would respond by diverting co-op appropriations back to newspapers—whose hold on co-op advertising, they noted, radio has only recently been able to loosen. They also recalled that years ago newspaper representatives tried a similar tactic among newspapers but failed.

Such arguments did not appear to deter SRA leaders in their determination to push for abolition, or at least substantial amendment, of the dual rate structure. They said their radio and television trade practices committees, headed respectively by Arthur McCoy of John Blair & Co. and Adam Young of Young Television Corp., planned to work together on this program.

It has been estimated that approximately one-third of the nation's leading radio stations already have single rates.

WADK Newport, R.I., announced last week that it would join this group March 1, following on the heels of similar decisions a week earlier by the Balaban radio stations (WRIT Milwaukee, KBOX Dallas, WIL St. Louis) and KTUL Tulsa.

Mitler Explains • Milton E. Mitler, owner-manager of WADK, said he considered a single rate for all advertisers the best solution of a long-standing and difficult problem—that of national advertisers' pressing through their local dealers and distributors for the lower local rate. The new single rate of WADK, announced after consultation with Everett-McKinney, the station's national representative, is a compromise between the old local and national rates.

Where the one-time 1-minute national rate has been $7 and the comparable local rate $6, the new single rate will be $6.50. On an end-rate basis it comes down to $5.30, as against $5.50 for the national and $3.90 for the local under the old two-rate system.

Officials of Everett - McKinney and those of other rep firms said they had a number of stations which were considering abandonment of the two-rate policy and probably would act soon.

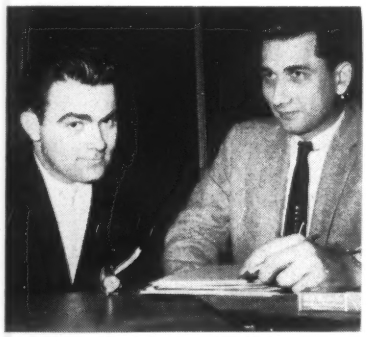
Indirectly, they had the encouragement of a number of broadcasters who volunteered to broadcast their experiences under a single rate.

Testimonials • Robert Fehlman, manager of WHBC Canton, Ohio, said that he had "operated successfully" on the one-rate basis since 1947 and had "recommended single-card operation on many occasions." President Robert Feagin of WPDQ Jacksonville, Fla., said "we have found it completely successful and a major step in station progress." Manager H. William Koster of WEAN Providence, R.I., reported that "we have always operated with single - rate card"; President - Manager J. Marion O'Hara of WMAN Mansfield, Ohio, said WMAN has had a single rate since December 1950, and Robert B. Jones Jr. of WFBR Baltimore said he had found that under this system "everybody wins" (also see page 16).

Matson entering radio

Matson Navigation Co., operator of a steamship line between Australasia, Pacific ports and the West Coast, has bought *Frank Goss & the News,* a new series of CBS newscasts to run through March. This marks the first time the 76-year-old company has used radio. The newscasts are carried Monday-Saturday on 19 CBS coast affiliates.

The concern also is advertising cruises in 60-second spots over KSFO San Francisco, KFAC Los Angeles, KDYL Salt Lake City, KTLN Denver, KLIF Dallas, KFJZ Fort Worth and KNUZ Houston. Agency: Fuller & Smith & Ross Inc.



Timing timebuyers' time • H-R Representatives Inc. has an answer to timebuyers' complaints that rep visits take up too much of their time. The gimmick: alarm watches, set for a mutually-agreeable period, which tell both rep and timebuyer when it's time to go. H-R saleman Tom O'Dea (l) here takes his new watch into a meeting with Ed Fleri, chief timebuyer for BBDO.

There are two reasons behind the technique, according to James M. Alspaugh, H-R vice president. The first to help the timebuyer, whose time is in great demand, the second to help the rep salesman budget more calls in his week. H-R thinks it can increase calls 15% by using the watches.

In practice, the rep salesman asks the timebuyer about his schedule when setting up the appointment, then computes what he's got to pitch, sets the watch to determined period and walks in. When the alarm (they're all Helbros alarm watches, purchased on a special deal) goes off, the salesman goes out.

working partners

design for sales...

Since the day H-R was started by a group of Working Partners we have focused all our efforts and facilities toward the goal of consistently producing more sales for each of our stations. Over the years, thanks to a mature and sales-seasoned staff backed by imaginative research and sales planning, we have developed a distinctive type of representative service that has proven unusually sales productive.

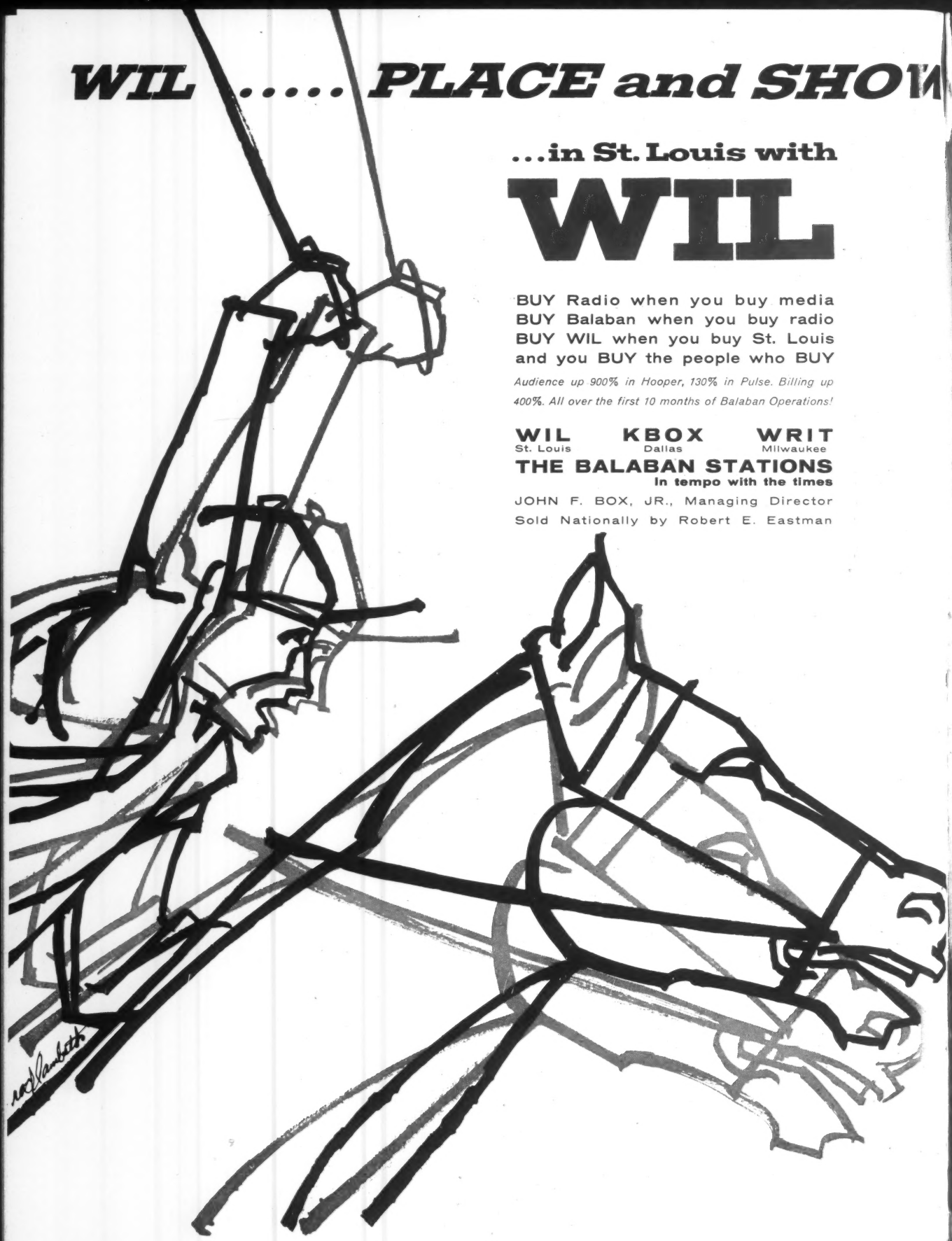
FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President

H-R TELEVISION, INC. REPRESENTATIVES, INC.
RADIO TELEVISION

"We always send a man to do a man's job"

NEW YORK · CHICAGO · HOLLYWOOD · SAN FRANCISCO · DALLAS · DETROIT · ATLANTA · HOUSTON · NEW ORLEANS

WIL ..... PLACE and SHOW



...in St. Louis with

WIL

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

Audience up 900% in Hooper, 130% in Pulse. Billing up 400%. All over the first 10 months of Balaban Operations!

WIL St. Louis **KBOX** Dallas **WRIT** Milwaukee

THE BALABAN STATIONS
In tempo with the times

JOHN F. BOX, JR., Managing Director
Sold Nationally by Robert E. Eastman

STORES MISS RADIO-TV BOAT?

Retail ad parley hears that broadcasting deserves more emphasis by merchandisers

Retailers are simply "kidding" themselves when they talk about testing television—they're really testing their ability to use the medium effectively.

That was the view of Jack Miller, advertising director of Leonards Department Store, Fort Worth, Tex., which has been experimenting with tv since 1948. He told the Retail Advertising Conference in Chicago how both radio and tv have proved effective in moving "best-selling items and in special promotions"—with store expenditures representing a mere 15% of its advertising budget. What's more, radio-tv represents the "best way" for small stores to close the gap between them and their big competitors, without being "covered, smothered and completely dominated" by them in newspaper space.

Mr. Miller was one of several top speakers at RAC's seventh annual convention in the Palmer House Jan. 17-18, appearing on the closing Sunday agenda. Most retailers regard radio-tv as "two step-children of retail advertising today" and tv as a kind of "Cinderella medium," he observed. They all watch it and some have tested it but, as with the weather, nobody does anything about it. This is a mistake, Mr. Miller intimated (also see story page 41).

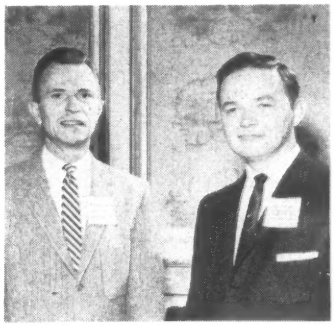
Leonards started testing tv in 1948 when the market comprised one station and 500 tv receivers, he recounted. The store made mistakes and found some answers with changing trends reflecting "the nature of the retail business rather than a basic characteristic of television." It bought football games, several live quarter-hour shows, record formats, cooking and gardening programs, syndicated films and feature movies. In 1954 it purchased WBAP-TV Fort Worth's *Weather Telefacts*, whose "cost-to-sell" ratio has been "very satisfactory," with additional "institutional value."

Today, Leonards also runs about 62 spots per week on WBAP-TV, *Breakfast at Leonards* Monday through Saturday on KFJZ radio, and 64 spots per week on KXOL five-minute newscasts. *Breakfast at Leonards* has been on the air since 1942, Monday through Saturday, 7-7:30 a.m.

Spot schedules are utilized during departmental and divisional events and saturation schedules during store-wide events. "We have found through experience that a spot schedule during daytime will often produce better results than a program in prime evening time at the same cost," Mr. Miller reported. because each spot reaches a new audience. Leonards uses 20-second spots for well-known items and minute announcements for items requiring demonstration.

Must Consider Return • What of cost? Says Mr. Miller: "The initial cost is more often considered than what is produced per dollar spent. If tv will produce a reasonable return from what you invest, it's not too expensive. Most tv stations have '10-plans' and '5-plans' and low cost programs and participations which will fit into most local budgets." He noted that retailers tend to "gloss over" newspaper ads which don't produce and "we seldom blame the newspaper. With tv, it's a different story. We are prone to say that 'tv just doesn't work for me.'"

Production may pose a problem, Mr. Miller conceded, noting viewers can "be merciless in their judgment of your locally-produced spot when it follows a $50,000 Remington razor spot with Dick Stark. We do not have the money, time nor talent to produce quality tv commercials that would compare favorably with a national advertiser's spot."



Corridor conference • Between Chicago sessions Mr. Miller (r) compares notes with Arthur L. Grim, WBAP-TV Fort Worth.

Conversely, he observed, viewers may become so hardened to the smooth national spot they will welcome a local announcement with "sympathetic attention."

Videotape may be a "partial answer to the local production problem," Mr. Miller felt, in terms of permitting store executives to compress an entire week's schedule into one session, to pre-evaluate the finished product and to rectify mistakes and improve commercials. "Commercials produced by retailers will not be up to the standards set by national advertisers, but [vtr] will insure a commercial that is the best they can produce."

Little Fellow Too • Mr. Miller was not talking about big stores alone. "Radio and/or tv, used effectively, is the best way the small store can close the gap between it and its big competitors. Most any small store in the average market can, with a relatively small portion of its budget, actually dominate radio or become the dominant retail advertiser on television.

"This same small store is being covered, smothered and completely dominated by big store advertisers in the newspaper—even though they spend 100% of their budget in newspaper. When your spot is on tv, there is no competition. You fill the entire screen and it is yours exclusively during the time you bought.

"The same is true of radio. You people from small stores have had the experience of being buried in the fourth section or stacked beside a full color ad from a big competitor. This cannot happen on radio and tv. Oh, you may be double or triple spotted but while you are on, it's yours alone. You're just as big as the next fellow on radio and tv."

Advertising Manager Miller suggested that monies for 20-page advertising sections for anniversary sales and seasonal promotions might well be cut in half ("Does anyone ever wade through 20 pages of advertising from one store?") and "probably still dominate" a particular newspaper, and that "we could saturate every radio and tv station in our market and have money left over from the ten pages we saved."

The character of small and big stores alike can be communicated through radio-tv, he claimed, with the former building stature and the latter overcoming "your bigness through personal appeal" of the media.

Big Bit • Mr. Miller said that only 15% of Leonards' total advertising budget goes into radio-tv to back up and support its major newspaper effort, but emphasized the importance of using all media to maximum advantage and keeping fully appraised of all selling tools at advertising managers' command.

Most store executives carry the title of advertising or sales promotion manager when, actually "we are little more than newspaper advertising production supervisors," Mr. Miller acknowledged. While such supervisory duties are likely to remain their "prime responsibility" for years, Mr. Miller admitted, "let's live up to our titles and really become advertising managers."

Other speakers at the two-day weekend conference included Arthur S.

Heads, you win

MORE SPOT COIN IN '59

Here's how to head for more of the kind of business that earns you 100 cents on every dollar. You do it in a big volume way when you answer the big demand for minute-spots in your market with NTA'S TV HOUR OF STARS. Look: 90 hour-length films made especially for television by top studios such as 20th Century-Fox and Warner Brothers. Look: the big

names, the big stories and the big new way to give more advertisers the advantages of in-program minutes, plus star point-of-salesmen for local merchandising. Look: they work for you 90 different ways. Strip them five days a week! Double them up for double audience interest, double selling strength. Play them as singles day or night! Any way, any time, anywhere they represent a wide new avenue of spot sales for you. **NTA'S TV HOUR OF STARS**

CONTACT HAROLD GOLDMAN, EXECUTIVE VICE-PRESIDENT, NATIONAL TELEFILM ASSOCIATES, 10 COLUMBUS CIRCLE, N. Y. 19. JU 2-7300—ATLANTA, BOSTON, CHICAGO, DALLAS, MEMPHIS, HOLLYWOOD, MINNEAPOLIS, TORONTO, LONDON

NTA

WILS
5,000
LIVELY WATTS
LANSING

FIRST IN AUDIENCE
... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE
With 20 times the power of any station in Lansing ... WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET
WILS reaches 210,490 Radio homes in the 17 county central Michigan area ... 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER

WILS
music news sports

ASSOCIATED WITH PONTIAC'S
WPON

Truitt, national retail sales promotion, Montgomery Ward; Dr. Burleigh B. Gardner, executive director, and Charles B. McCann, assistant, Social Research Inc., and John Caples, vice president, BBDO. Conference is held annually for retailers and their suppliers, media representatives, advertising agency and other personnel. Co-sponsors are Budd Gore, retail advertising manager, *Chicago Daily News*, and Ralph Heineman, head of his own retail consultant firm.

RAB hits agency road

A ten-man team from the Radio Advertising Bureau was in New York, Philadelphia, Detroit, Chicago and St. Louis last week. Its objective: to give "the quickest, most complete pitch in radio history" to the 50 top agencies of the country whose combined billing totals more than $2.8 billion.

The presentation, called "New Facts," runs 12 minutes. At cutoff time, a timing device rings a bell and RAB's salesman stops talking. (Another broadcast advertising interest is also using this time limit technique; see H-R box, page 32.) RAB executives have been advised to tell agency officials: "When the bell starts ringing, we stop talking. Any questions you have are on your own time."

The presentation itself has a two-fold purpose: to summarize important data accumulated on radio during the last few months by independent research, advertisers and agencies, and to remind media personnel that the material exists and is available in greater detail from RAB.

Rheingold switches

Rheingold is rolling out the beer barrel in spot television.

For the brewery (Liebmann Breweries Inc., Brooklyn, N.Y.) spot tv announcements—about $500,000 worth—mark an important change in advertising strategy. (Actually Rheingold is a veteran advertiser of "program" spot as distinguished from "announcement" spot.) Rheingold's change is the addition of an intensive announcement campaign starting March 1.

The eastern brewer's spot tv announcement buying will be concentrated in Massachusetts and Rhode Island.

Of significance: radio-tv will take 80% of the budget in those two states where Rheingold had been putting 90% of its ad money into print and outdoor.

In some of its other market territory (which extends through the New England states, New Jersey and parts of Pennsylvania and New York state [including New York City]), Rheingold sponsors *State Trooper, Headline* and *Federal Men* syndicated series.

The new spot announcement campaign will be in prime evening time, and will go through the end of 1959.

Agency is Foote, Cone & Belding, New York.

M-E Chicago shuffle

McCann-Erickson's Chicago office is adopting a reorganization plan it has considered for over a year—the agency is going into a group system of operation, officially centralizing media and programming under one person.

Under the new operation, already adopted by other Chicago agencies, a group system is being set up in media to include supervisors and buyers. Kenneth Fleming, formerly senior media group head of Leo Burnett Co., has been appointed director of media and broadcast programming.

His appointment and two other staff additions were announced Thursday (Jan. 22) by Chester L. Posey, vice president and general manager of McCann-Erickson's Chicago office. John Deacon, assistant group supervisor and a broadcast media manager at Tatham-Laird, Chicago, joins M-E as media group head. Ruth Leach, recently sales coordinator for Edward Petry & Co., station representative, joins M-E as media buyer.

In part, Mr. Fleming succeeds Howard A. Heller, who has resigned as media director. Also leaving McCann-Erickson are William Kennedy, chief timebuyer, to become manager of the Detroit office of Robert E. Eastman & Co., station representative, and Esther Anderson, timebuyer.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Jan. 15-21 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

DATE	PROGRAM and TIME	NETWORK	RATING
Thurs., Jan. 15	Playhouse 90 (9:30 p.m.)	CBS-TV	21.6
Fri., Jan. 16	Walt Disney Presents (8:00 p.m.)	ABC-TV	23.4
Sat., Jan. 17	Gunsmoke (10:00 p.m.)	CBS-TV	30.2
Sun., Jan. 18	What's My Line? (10:30 p.m.)	CBS-TV	26.8
Mon., Jan. 19	Danny Thomas (9:00 p.m.)	CBS-TV	24.1
Tues., Jan. 20	Rifleman (9:00 p.m.)	ABC-TV	22.4
Wed., Jan. 21	Wagon Train (7:30 p.m.)	NBC-TV	25.1

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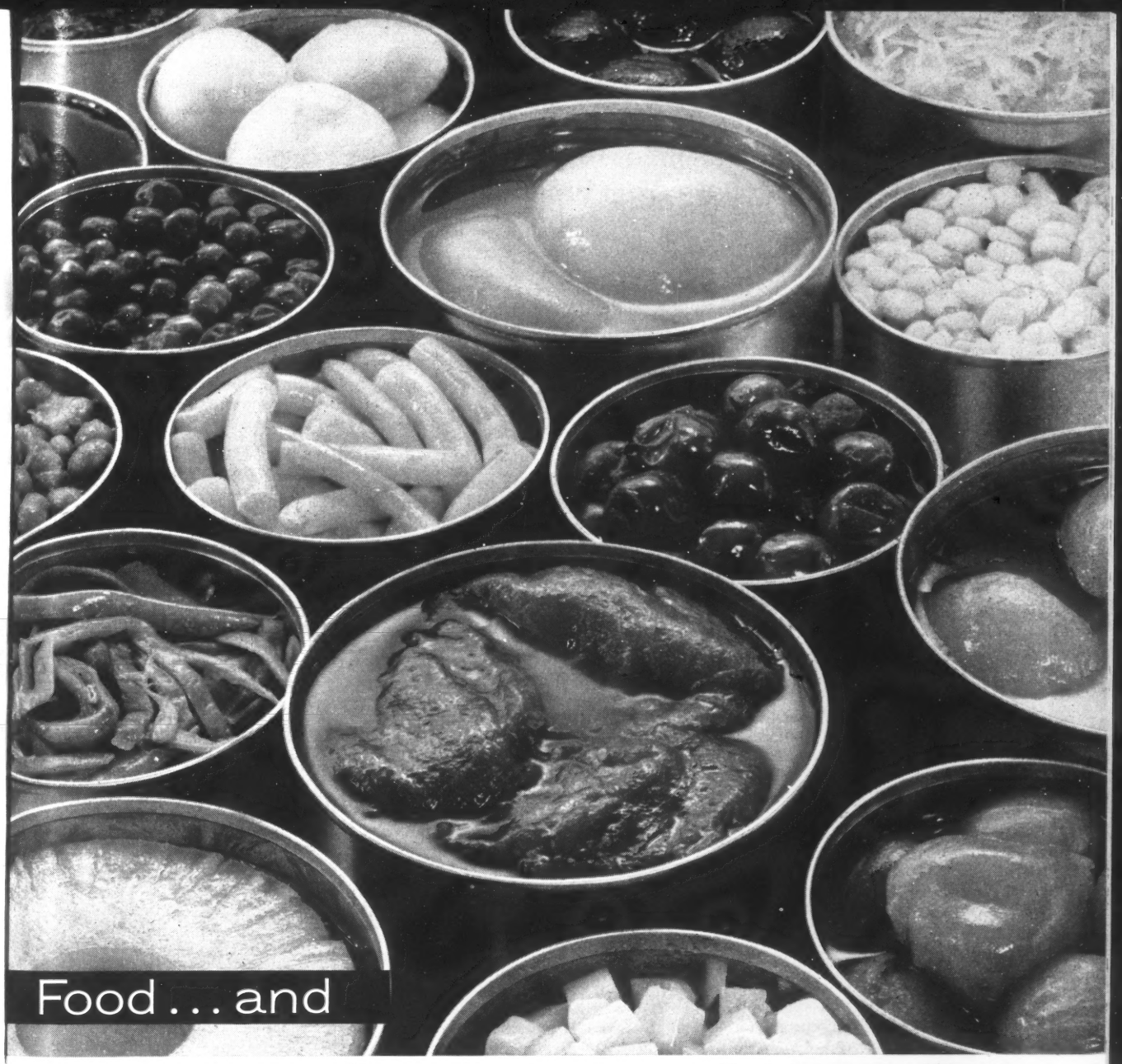


Food . . . and

NATIONAL STEEL

Multiply the cans you see here by 2 billion—and it still falls short of the output it takes each year to pack the myriad products we buy in cans. The actual yearly total in the U.S. alone: more than 40 *billion* cans—26 billion of which contain foods of almost every imaginable variety.

Through its Weirton Steel Company division, National Steel is a leading supplier of the tin plate from which cans are made. Weirton produces both electrolytic and hot-dipped tin plate . . . and its output makes National Steel the nation's largest independent source of this material.

Tin plate is just one of many quality steels and steel products in which National Steel specializes. Another National Steel specialty is service. A look-ahead service dedicated to all American industry through its five major divisions: Weirton Steel Company, Great Lakes Steel Corporation, Stran-Steel Corporation, Enamelstrip Corporation, The Hanna Furnace Corporation.

NATIONAL STEEL CORPORATION, GRANT BUILDING, PITTSBURGH, PA.

PAPERS GANG UP TO RAISE REVENUE

1,000 newspaper admen meet to draft tactics on recapturing ad dollars from broadcasting

An unprecedented all-out campaign by the nation's daily newspapers to raise their overall revenues to a record $3.5 billion this year (from a previous $3.2 billion) was inaugurated last week at the Newspaper Advertising Executives Assn. convention in Chicago.

The "total selling" concept was unveiled by the American Newspaper Publishers Assn. Bureau of Advertising with the help of allied groups at the NAEA parley in Chicago's Edgewater Beach Hotel (Jan. 18-21). The 82nd annual meeting was completely staged, in a perhaps precedential move, under the ANPA bureau's auspices (also see story page 35).

In capsule, this is what television (and to a lesser degree, radio) can expect in 1959's battle of broadcast vs. print media:

• Expanded coverage of retail conventions where tv is conceded to be making "substantial inroads."

• A month-by-month "TNT sales drive," to be aimed at regional oil clients, beer distributors, automobile dealers, soft drink bottlers and two-week promotions involving the heaviest newspaper advertiser categories (automotive, food, appliance and health and beauty aids).

The three-day presentation, interlarded with musical and other dramatic effects, was aired before approximately 1,000 newspaper advertising executives. Also participating in the "total selling" drive with ANPA and NAEA were the American Assn. of Newspaper Repsentatives and National Newspaper Promotion Assn. Speakers did not limit themselves to prepared text but appeared every day in the continuous presentation.

Charles T. Lipscomb Jr., ANPA Advertising Bureau president, urged expansion of retail conventions because of tv's inroads in "certain retail areas." He noted that in 1958, 58% more department stores used 72% more tv spots. But, he added, 1,750,000 retailers put a total of $2.5 billion annually into newspapers, and about one-tenth as much into tv and one-sixth into radio. He acknowledged that newspapers' chief competitors (radio-tv, magazines) made great strides last year "toward organizing and educating their forces to sell their products nationally."

Mr. Lipscomb expects the country's 1,750 daily papers to participate in the two weeks of promotional events for four major newspaper advertising groups. In only one group, however, do newspapers get over 50% of national advertising monies—automotive. (It gets roughly a quarter each of the $600 million food and $175 million appliance product budgets and 20% of the $500 million health and beauty aids business.)

Automobile advertising on tv may be entertaining but it hasn't helped lift sagging sales, Walter C. Kurz, advertising manager of the *Chicago Tribune*, suggested to NAEA delegates.

Big Move to Tv • "Undoubtedly, there are several reasons tied into the defection of automobile sales last year," he acknowledged. "But, very significantly, these last few years have seen the big move to television, and last year was the heftiest. The American public must be very thankful to the American automobile business for the fine entertainment provided by their advertising dollars in 1958. But the applause did not come in appreciative sales, or even showroom traffic. And this, as the department store, food, drug and apparel people can tell them, is how advertising dollars can be used most productively in selling goods right now."

Mr. Kurz cited sales boosts for food, drug, apparel and department stores in 1958. They relied primarily on newspaper advertising and racked up aggregate sales of $95 billion apart from the dip in auto sales. The appliance field —home furnishing category—also tailed off (7½%), relying "more on other media (television, radio and magazines) to advertise its goods."

"Radio, television, magazines, outdoor [ads], all have their important places in the scheme of advertising media, but they do not approach this impact [of total selling] on the buying public in either quantity or quality—in depth or in breadth," Mr. Kurz said. (He is chairman of the plans committee for the ANPA Advertising Bureau.)

Battle for Budgets • He recommended better advertising and marketing and more "constructive selling" in the battle for budgets. Too frequently the advertiser or agency decision to go into tv, radio, or in other media, "silences our selling guns," he complained.

Dr. Howard D. Hadley, vice president and research director of ANPA's Bureau of Advertising, reported on available materials to help spark the "total selling" concept. These include: data sheets comparing costs of network tv vs. newspapers and spot tv vs. newspapers; a booklet for computing cost-per-thousand advertising impressions in newspapers and television in a local market area and also tv costs and audiences on a comparable basis. ANPA is preparing a manual on an audience survey titled "Is Anybody Looking?"

NAEA members are urged to invite a local advertiser or representative of a national company to their offices and watch their own sponsored tv programs. The purpose: to demonstrate "how extremely limited" the client's tv coverage is in that market. Then make a pilot survey of the audience's size and percent of sponsor identification.

"It's suggested that two or three telephone operators dial about 40 different number in 30 minutes, completing perhaps 100 interviews. "Since this is a pilot survey rather than the last word in survey techniques," Dr. Hadley felt, "the interviews which even one operator can complete should be enough to be of considerable interest to an advertiser." He suggested the calls be placed by operators at the newspaper.

The questions to be asked: (1) Do you own a television set? (2) Is your set turned on? (3) To what station are you tuned? (4) What program is on? (5) Who is the sponsor? Dr. Hadley said, "The sum total is that you will be able to get some striking information on viewing, sponsor identification, homes with tv sets and other facts of interest to you and your advertisers." (The ANPA bureau also is

Yawns in 'Post'?

Said *The Saturday Evening Post* last week in an advertisement (prepared by BBDO): "No gamble and not a yawn from cover to cover."

It used the same art and layout of an ad by Benton & Bowles a week prior, congratulated B&B for its "enviable tv record of longevity" and acknowledged B&B's ad was not meant as a condemnation of tv. B&B's ad depicted a man yawning, describing the yawn as the most expensive in America—"the one that kills a network show" (BROADCASTING, Jan. 19).

But the *Post's* kicker was an anti-tv pitch: the *Post* asserted it had taken the "gamble" out of magazines via a new study, "Ad Page Exposure," that provides the "first compatible measure" for the comparison of magazines and television. Upshot: the *Post* liked the B&B ad, especially the yawn.

putting out a manual for conducting telephone surveys).

Charles B. Lord, *Indianapolis* (Ind.) *Star and News* and outgoing NAEA president, warned that "if newspapers are not selected as one of the basic media by national advertisers, then all newspapers will be left out in the cold. When they are under consideration, along with other media, newspapers will be evaluated by advertisers and agencies as a media classification, not as individual newspapers. The deciding factor will be the advantages we are able to sell together in competition with other media."

But Allied Stores' Samuel H. Cuff, director of radio-tv advertising and long-time exponent of radio for department stores, viewed the one-rate movement with "considerable alarm."

He said "the bases for the existence of the local-retail rate are sound . . . thus it seems rather odd that the industry as a whole should seriously consider abandoning a practice that has been in force since its inception, and which now brings into its coffers about two-thirds of every dollar it earns, with much more to come, at the urging of a group [station representatives] contributing less than half of this."

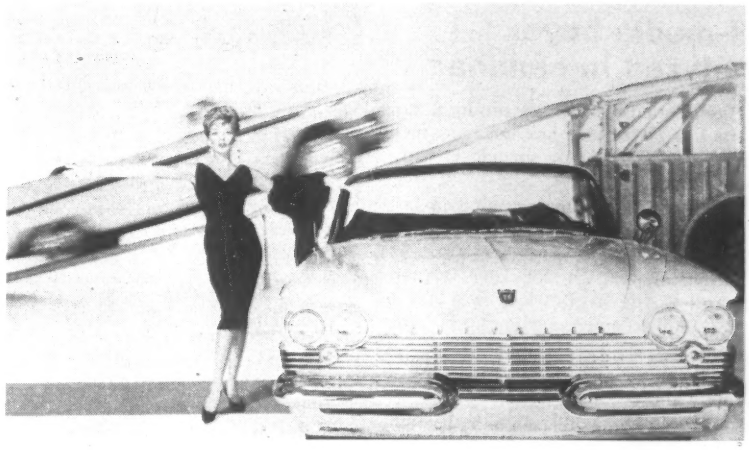
Cuff's Criticism • Mr. Cuff continued: "I have seen nothing substantive to indicate that the abolishing of the local-retail rate will result in more gross revenue to radio stations. On the other hand, I am positive that, if all radio stations abolish the local-retail rate, they will both price and classify themselves right out of a great deal of local-retail revenue. Retailers will return in full force to their traditional medium [newspapers], which incidentally does offer them a local-retail rate.

"Without in any way implying that I am the spokesman for the retail industry, I nevertheless feel that something should be said, and said strongly, in the behalf of the retention of the existing local-retail rate structure . . ."

Among station representatives pushing for the change there was acknowledgement that, for some stations, adoption of one rate would be difficult. It is easier, they said, in very large and in relatively small markets, more difficult in those of medium size—this because of the competitive situations involved.

Alternative Plan • For those stations which feel they cannot go to a single rate, SRA has an alternative. As explained by SRA director Lawrence Webb in a speech 10 days ago, this is to reclassify "local" and "national" rates as "retail" and "general," define those rates clearly, price them fairly and then stick to the rate card.

By one of these means or the other stations will be urged by SRA members to tackle the problem of national advertisers' seeking local rates on the grounds of some local connection—a problem they sometimes call that of the "three B's," after some of the principal users of this device: breweries, bakeries and bottlers.



PREVIEW

Aluminum and high fashion • An incongruous combination? Alcoa shows in a new commercial to be presented on ABC-TV's *Alcoa Presents* tomorrow (Jan. 27 10-10:30 p.m.) and next week (Feb. 3) that the amalgamation makes sense. Fuller & Smith & Ross, Alcoa's agency, in a three-way tie-in with Kimberly Knitwear and Chrysler division, is emphasizing high-fashion aspects of Chrysler cars dressed smartly with Alcoa products. (Kimberly, Chrysler and Alcoa are currently in the midst of a month-long print and window display campaign around the theme of "Fashion on the Move.")

The commercial opens with a woman reading the Feb. 1 issue of *Vogue* magazine in which she turns to a double-page Alcoa spread. The camera focuses on the still (shown above) of a high fashion model in a Kimberly dress standing alongside a Chrysler Saratoga. The model comes to life, shows the dress and moves out of frame. Remainder of the commercial concentrates on the aluminum appointments of the Chrysler automobile from outer grill work to under-the-hood and to interior detail. Clip ends with the models posing next to three cars forming a three-pointed star and announcer (Brooke Taylor) tying in once again "Fashion on the move . . . a bold new beauty with a practical plus: the plus of Alcoa aluminum 'gleam and go'."

The campaign was prepared and conceived by F-S-R in cooperation with Young & Rubicam (Chrysler) and *Vogue* (arrangements for Kimberly).

Big radio groups in both spot, network

Radio's biggest customers are heavy in both network and spot advertising. This conclusion was reached by RAB last week on the basis of an analysis showing that, in terms of product categories, seven of the top 10 buyers of spot radio are also in network radio's top 10. Ranking the advertisers according to volume of radio time used (not dollars spent, since network radio dollar figures are not available, although RAB thought there would be a "close parallel" between the two), the bureau came up with these figures for the second and third quarters of 1958:

SPOT

Rank	Category	% of Total
1.	Food and grocery	22.0
2.	Gasoline, lubricants	14.9
3.	Tobacco	12.0
4.	Ale, beer and wine	8.6
5.	Cleansers	7.1
6.	Drugs	6.3
7.	Automotive	6.2
8.	Toilet requisites	4.4
9.	Finance	2.8
10.	Agriculture	2.6

NETWORK

Rank	Category	% of Total
1.	Drugs	19.0
2.	Automotive	17.2
3.	Food and grocery	10.4
4.	Tobacco	9.6
5.	Toilet requisites	8.3
6.	Cleansers	4.8
7.	Soft drinks, confections	4.1
8.	Miscellaneous	3.7
9.	Ale, beer and wine	3.4
10.	Publications	3.0

'BASIC AD MAN'

All-media buyer analyzed in seminar

The all-media buyer is modern, not just a timebuyer and not engaged in a "joust" between buying specialists within an agency.

That's the image as presented in last week's Radio & Television Timebuying and Selling Seminar in New York by executive spokesmen for Leo Burnett Co. and Benton & Bowles, two of the largest advertising agencies in the country.

Dr. Seymour Banks, vice president of Burnett, and Michael J. Donovan, vice president and associate media director at Benton & Bowles, quickly reached a common ground on the all-media buying concept.

• This was surprising in one respect because the topic had been billed in advance as "pro and con."

Only place where the two gentlemen were somewhat apart: Dr. Banks said his agency's media group supervisors present the media plans for all the accounts grouped under them (though there may be some alternations by upper echelon) and bear the media responsibility within the department; Mr. Donovan pointed up that at his agency there is a plans board, but Dr. Banks commented this group is outside of the media department.

Of the old-type system, pre-1953 when broadcast specialists were employed at Burnett, Dr. Banks noted that each of the buyers would emphasize his own medium—"shotgun marriages usually don't work out too well."

Mr. Donovan stressed that at B&B the media man is house-trained, comes up through set patterns of job conditioning (months of job training, year of lectures, participation in "synthesized advertising campaigns" and finally 6-12 months as a buyer assistant).

Basic Ad Man • Mostly, he said, the all-media buyer becomes a "basic advertising man," meaning that the buyer can come through with a marketing profile to accompany each of his media proposals. He "works for all of the agency," said Mr. Donovan, who pointed up that these people were sources upon which the agency could draw for account executives (took in 14 such people last year).

Dr. Banks, in answer to a question from the audience, as to who in the media department makes the decisions on station buys, made these two points:

• In nearly all cases, timebuyers select the stations for announcement campaigns.

• But this job is handled by timebuyers and their supervisors working together when the purchasing is more complex. Example he gave: the Kellogg extensive, nationwide spot television set-up wherein the Burnett people had to examine discount structures of and time placement on stations throughout the country.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

(Owing to weather conditions in the Middle West, Sindlinger & Co. was unable to prepare Jan. 9-17 figures in time for the BROADCASTING deadline this week.)

There were 126,230,000 people in the U.S. over 12 years of age during the week Jan. 2-8. This is how they spent their time:

73.7%	(93,032,000) spent	1,914.6 million hours†	Watching Television
57.0%	(71,951,000) spent	1,480.7 million hours	Listening to Radio
82.0%	(103,509,000) spent	439.8 million hours	Reading Newspapers
29.5%	(37,238,000) spent	177.3 million hours	Reading Magazines
28.4%	(35,817,000) spent	408.7 million hours	Watching Movies on Tv
21.0%	(26,473,000) spent	108.1 million hours	Attending Movies*

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium.

SINDLINGER'S SET COUNT: As of Jan. 1, Sindlinger data shows: (1) 113,297,000 people over 12 years of age have access to tv (89.8% of the people in that age group); (2) 43,977,000 households with tv; (3) 48,543,999 tv sets in use in the U.S.

• Business briefly

Time Sales

• Monsanto Chemical Co., St. Louis, which is sponsoring six hour-long *Conquest* programs on CBS-TV this season, has signed as an alternate-week sponsor of 10 *Conquest* programs during 1959-60, when series will be presented on a half-hour basis for 20 weeks. Agency: Gardner Adv., St. Louis.

• Parker Pen Co. (Jotter ballpoint pens), Janesville, Wis., has bought participations on ABC Radio's *Breakfast Club* for 13-weeks and is beefing up tv spot schedule in 60-70 markets in terms of heavier saturation for spring advertising push (March-June). Agency: Tatham-Laird, Chicago. Purchase of Don McNeill show marks Parker's first network radio advertising since *Information, Please* in mid-40's. Tv spots will demonstrate pen-writing over difficult surfaces.

• Maybelline Co. (eye beauty aids), Chicago, has pulled an estimated $1.5-2 million out of spot tv and put its money into NBC-TV's *Perry Como Show*.

Long a heavy user of spot television —and before that active in network special shows—Maybelline is retaining an announcement schedule in only a handful of markets, and those adjacent to "spectaculars." It has been using spot schedules in upwards of 100 markets. The company, through Gordon Best Co., Chicago, bought into alternate weeks of the Como series.

• Rexall Drug Co., Los Angeles, will sponsor a one-hour special colorcast on NBC-TV—*Frances Langford Presents* —on March 15 (10-11 p.m.). Telecast will be the first for Splendex Enterprises, formed by Miss Langford, her husband Ralph Evinrude and producer Charles Wick. BBDO is agency.

Agency appointments

• Brand Owners Cooperative Assn. (wine marketer), N.Y., appoints Weiss & Geller Inc., N.Y.., as its agency.

• Vick Products Div., Vick Chemical Co., N.Y., names Ogilvy, Benson & Mather Inc., N.Y., for the company's double-buffered cold tablets.

• Smith Bros. Inc. (cough drops), Poughkeepsie, N.Y., names Kastor, Hilton, Chesley, Clifford & Atherton Inc., N.Y., effective Feb. 1, replacing Sullivan, Stauffer, Colwell & Bayles, N.Y.

• B. T. Babbitt Co. transfers its recently-acquired Charles Antell Div. (BROADCASTING, Dec. 29, 1958), Baltimore, from Paul Venze Assoc., Baltimore, to Brown & Butcher Inc., N.Y. Company said that Venze would continue for the present its produced ads as "the speed with which Antell was acquired precludes the possibility of having the new ad programs ready at this early date."

• Also in advertising

• A survey of the 200,000 Negroes living in the Bay Area has been completed for KSAN San Francisco by Far West Surveys there. Titled "The Negro Consumer in the Bay Area—A Survey of Product & Brand Use," the report is culled from personal interviews with about 600 San Franciscans. Background material includes occupations and family income, family size, radio listening habits, etc. The 120-page report, to be an annual publication for KSAN, may be obtained from Far West, 166 Geary St., San Francisco 8.

Announcing the formation of

ARKWRIGHT ADVERTISING CO., INC.

65 EAST 55th STREET • NEW YORK 22, N.Y.
PLAZA 1-5515

JERRY BESS
Executive Vice-President

JACK WILCHER
Vice-President

JAMES HACKETT
Media Director

THOMAS MANNOS
Radio-TV Prod., Director

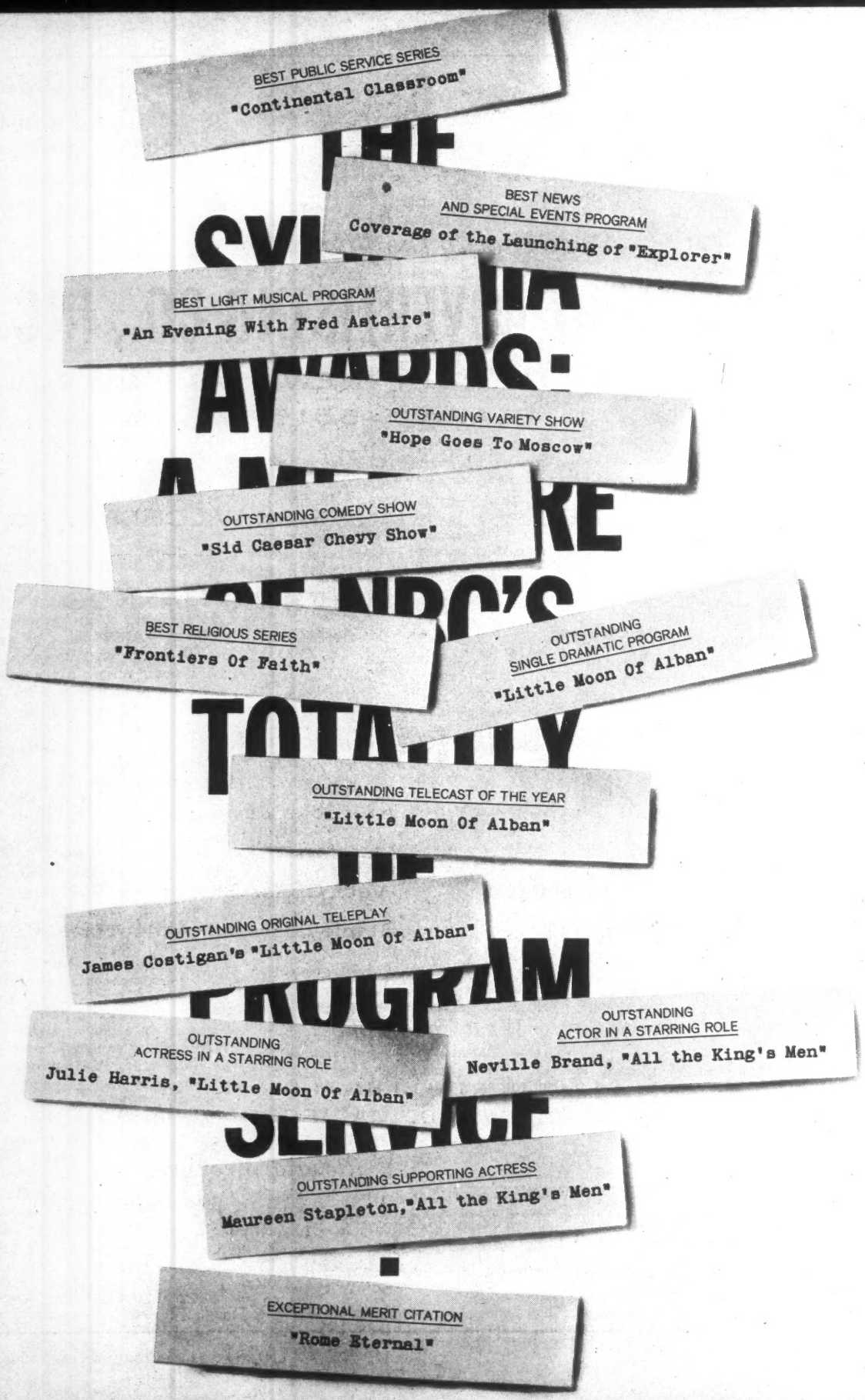
Servicing the following accounts:

Robert Hall Clothes
Chief Apparel
The American Male
Comark Plastics
Abelsons Jewelers
Meadow Sportswear
West Coast Slacks
Stanley Blacker Associates

West Coast Office:

1717 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIFORNIA

Richard Westman,
MANAGER


BEST PUBLIC SERVICE SERIES
"Continental Classroom"
BEST NEWS
AND SPECIAL EVENTS PROGRAM
Coverage of the Launching of "Explorer"
BEST LIGHT MUSICAL PROGRAM
"An Evening With Fred Astaire"
OUTSTANDING VARIETY SHOW
"Hope Goes To Moscow"
OUTSTANDING COMEDY SHOW
"Sid Caesar Chevy Show"
BEST RELIGIOUS SERIES
"Frontiers Of Faith"
OUTSTANDING
SINGLE DRAMATIC PROGRAM
"Little Moon Of Alban"
OUTSTANDING TELECAST OF THE YEAR
"Little Moon Of Alban"
OUTSTANDING ORIGINAL TELEPLAY
James Costigan's "Little Moon Of Alban"
OUTSTANDING
ACTRESS IN A STARRING ROLE
Julie Harris, "Little Moon Of Alban"
OUTSTANDING
ACTOR IN A STARRING ROLE
Neville Brand, "All the King's Men"
OUTSTANDING SUPPORTING ACTRESS
Maureen Stapleton, "All the King's Men"
EXCEPTIONAL MERIT CITATION
"Rome Eternal"

THE SYLVANIA AWARDS: A MEASURE OF NBC'S TOTALITY OF PROGRAM SERVICE!

There are many ways to judge the performance of a television network. But perhaps the most significant of all is the breadth and diversity of its offerings. When 13 out of 20 Sylvania network awards go to NBC, they indicate something more than a preponderance of excellence. They indicate a range of programming that blankets virtually every category of television – drama, news, comedy, public service, music, variety, religion. They lend fresh emphasis to NBC's belief in a broad and balanced schedule that offers rewarding television for every program taste. The true measure of a network's greatness is the **totality of its program service.**

NBC TELEVISION NETWORK

SINCLAIR FIGHTS IN COURT

Produces bid topping Zeckendorf terms for block of Outlet Co. stock in trust

The intramural fight between trustees of large blocks of Outlet Co. stock and Joseph (Dody) Sinclair, general manager of the Outlet Co.'s WJAR-AM-TV Providence—and grandson of the late Col. Joseph Samuels, one of the founders of Rhode Island's multimillion dollar department store—was being fought in court last week.

The court action was highlighted by an offer by Mr. Sinclair to buy the total shares in trust (55,230) at a price of $122.50 per share. This is $2.50 above the contracted price agreed to between the trustees and the William Zeckendorf-John C. Mullins syndicate (BROADCASTING, Dec. 15, 8, 1958).

Mr. Sinclair told the court that his backer was the United Printers & Publishing Co., greeting card printer and publishers, with plants in Dedham, Mass., and Joliet, Ill. Louis and Jack N. Berkman, controlling stockholders of the Friendly Group of radio-tv stations, are chairman and vice chairman, respectively, of United. United President is Reeves Lewenthal.

The trial, which began Jan. 19, is being heard by Rhode Island Superior Court Judge John E. Mullen. A state Superior Court judge last December denied Mr. Sinclair's plea for a temporary restraining order. The arguments last week were on Mr. Sinclair's petition seeking a permanent restraining order.

Mr. Zeckendorf and Mr. Mullin, through a subsidiary of the New York real estate firm of Webb & Knapp (which Mr. Zeckendorf controls), have an agreement to pay $120 per share with several estates and trusts. The contract covers about 55% of the Outlet Co. stock, but provides that the purchaser must acquire 70% of the outstanding stock.

The entire transaction approaches a $12 million figure, including the department store and radio-tv stations.

Mr. Sinclair is protesting the sale on the grounds that the estate will be unnecessarily diluted through the payment of estate taxes.

Mr. Sinclair's offer of $122.50 per share was accompained by a proffer to submit a $1 million check for deposit in escrow.

Mr. Sinclair also related that Mr. Zeckendorf last December promised him that he would be kept on as WJAR-TV station manager at double his present $15,000 salary.

The only other witness of importance was William H. Sylk, president of Pennsylvania Broadcasting Co. (WPEN-AM-FM Philadelphia). Mr. Sylk testified that last November he told the trustees he was willing to pay $122.50 per share for the stock but that bank officials refused to give him details because they had signed an option agreement with Roger Stevens, New York realtor and Broadway producer. Mr. Stevens originally was in the purchase syndicate, but withdrew in mid-December when Mr. Zeckendorf and Mr. Mullins took over.

The agreement between the trustees and the Zeckendorf-Mullins group has a six months clause for FCC approval. The transaction cannot be closed until the disposition of Mr. Sinclair's suit.

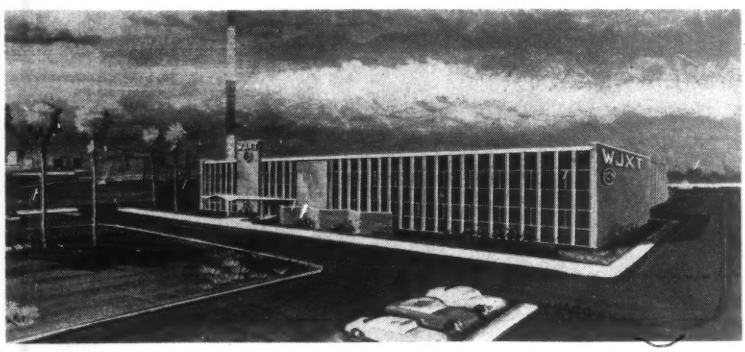
Two join ABC Radio

Two new affiliates, WHAY New Britain, Conn., and WBLG Lexington, Ky., have been signed by ABC Radio, raising the network's lineup to 289 stations, according to an announcement being released today (Jan. 26) by Edward J. DeGray, ABC vice president in charge of the radio network. Affiliations of both WHAY and WBLG, which currently are without network ties, are effective Feb. 2. WHAY broadcasts on 910 kc with 5 kw. Patrick J. Goode is president and Aldo DeDominicis general manager. WBLG is on 1300 kc with 1 kw. Roy B. White Jr. is president and general manager of the station.

Georgia news meet

Broadcasting industry figures will take part in the 14th annual Georgia Radio & Television Institute, starting Tuesday (Jan. 27) at Athens, Ga. Opening the meeting will be a Tuesday dinner honoring former presidents of Georgia Assn. of Broadcasters, co-sponsored by the institute and the Henry W. Grady School of Journalism, U. of Georgia.

Speakers at the institute include Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NAB Freedom of Information Committee; Matthew J. Culligan, NBC Radio executive vice president; Donald H. McGannon, president of Westinghouse Broadcasting Co.; Sol Taishoff, editor and publisher of BROADCASTING; Theodore F. Koop, CBS Washington news and public affairs director; Sydney M. Kaye, board chairman and general counsel of Broadcast Music Inc.; Bennett Cerf, president of Random House and panelist on the CBS-TV *What's My Line?*; Edward J. Austin, W.D. Alexander Co., Atlanta General Electric distributor, discussing co-op advertising, and Bruce W. Munn, chief of United Press International's United Nation's bureau.



Going up • Construction of the $750,000 WJXT (TV) Jacksonville studios and offices began this month. Located on a seven-acre site, the two-story building will present a 150-ft. facade to the city's Southside Expressway. The construction, scheduled for completion early next year, will give WJXT 40,000 square feet of floor space.

THE CAT HASN'T GOT OUR TONGUE!

THE FELIX THE CAT STORY**
TRANS-LUX TELEVISION CORP.
(WILD APPLAUSE! CHEERS! WHISTLES!) FELIX THE CAT MAKES HIS TELEVISION DEBUT IN HIS NEW ADVENTURE SERIES! (MORE APPLAUSE! CONTROLLED HYSTERIA! SOME PANDEMONIUM!)
© FELIX THE CAT PRODUCTIONS, INC.

We're ready to tell you NOW about the

BRAND NEW ADVENTURE SERIES

FELIX THE CAT

**Send for Picture-Booklet with all the facts!

Call—Write—Wire AUDITION SCREENINGS BY APPOINTMENT
RICHARD CARLTON, Vice President In Charge of Sales
TRANS-LUX TELEVISION CORP., 625 MADISON AVENUE, N. Y. 22, N. Y.
Phone: PLaza 1-3110-1-2-3-4

TAKE A CRACK AT $1,169,

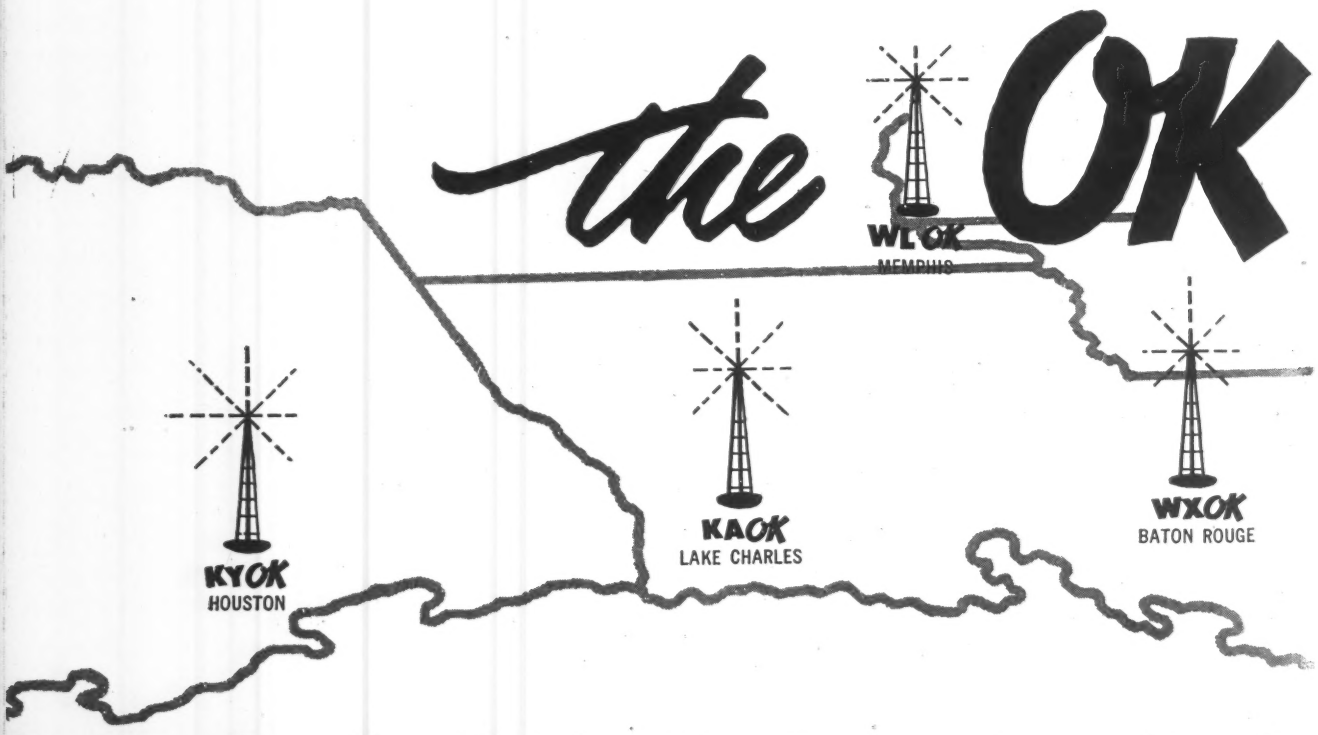
Negro Retail Sales

ON THE GOLD COAST OF THE GULF COAST

One-tenth of the Negroes of America are in the coverage area of THE OK GROUP! Their average annual family income is in the $3000 to $4014 bracket. WBOK, New Orleans, reaches a Negro market of 35% of the population. KYOK, Houston, reaches a Negro market of 22%. WLOK, Memphis, reaches a Negro market of 42%. WXOK, Baton Rouge, reaches a Negro market of 44%. WGOK, Mobile, reaches a Negro market of 44%. KAOK, Lake Charles, reaches a Negro market of 30%. You

NOBODY..BUT NOBODY..HAS MORE KNOW HOW..More Proven

There is far more to selling the Negro market than good Negro Personalities. You also need intensive merchandising and promotion . . . support which THE OK GROUP gives all its advertisers. And even more important is a knowledge of the Negro people . . . their buying habits . . . their brand preferences . . . their product preferences . . . their personal habits and responses. THE OK GROUP digs for this information . . . we are experts on the subject. THE OK GROUP has just acquired exclusively an



REACHING 1,50

972,850

FOR $27.08
312 TIME RATE

cannot ignore these major market areas in the Gulf Coast. You cannot be a leader in the sale of your products in these cities without the Negro market. Here is a proven area for expanding sales at low cost.

and Tested Sales Plans for the Negro Market.

authenticated presentation on the Negro . . . his motivation . . . his emotional preferences . . . his family organization . . . his buying habits. This will soon be available to OK GROUP advertisers. It will open the true book on the Negro consumer . . . how to reach him, sell him, and keep him sold.

Write for a presentation for your agency or your client!

the OK Group

DID IT AGAIN!!!!

WG OK

MOBILE, ALABAMA

SOLD OUT

2 WEEKS AFTER IT HIT THE AIR

Launched with the greatest promotional blast ever witnessed by any group of Negro consumers and advertisers . . .

WGOK bombshelled its way to popularity.

Result . . . Amazing sales reports . . . now available for your inspection from the advertisers' letters

The Tested OK GROUP Program Format and Selection of Star Personalities . . . Did It Again!

These are the Ear Catching Names of the WGOK Personalities:

These Negro Personalities not only Tell . . . they SELL

Big Daddy Dandy

A Rhythm & Blues man who sells and sells again. Playing the top twenty Negro tunes . . . Selected by the OK Group formula.

Miss Mandy

A skilled personality with a spiritual show achieved through years of experience as a Church singer and star stage personality.

Topsy Turvy

Imported from KYOK Houston as the best known Negro personality there . . . He captured the Mobile Audience with his Jive and Blues program. A real air salesman trained in OK GROUP selling techniques.

Deacon Sam

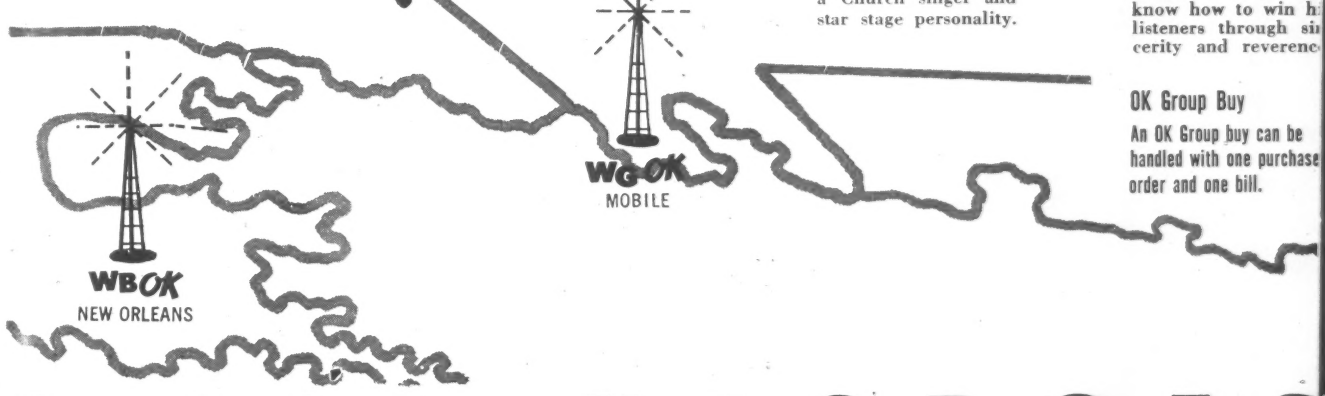
Trained in New Orleans . . . a spiritual man who knows the music . . . and has the know how to win his listeners through sincerity and reverence.

OK Group Buy

An OK Group buy can be handled with one purchase order and one bill.

Group

505 Baronne Street,
New Orleans, La.
STARS NATIONAL, INC.
400 Madison Ave.,
New York 17, N.Y.



0,000 NEGROES

NAB radio members run for re-election

Six members of the NAB Radio Board are up for re-election, the list of nominees in the annual voting process shows. Results of elections, closing Feb. 12, affect 13 directorships—nine odd-numbered district directors and four directors-at-large.

Two at-large board members—J. Frank Jarman, WDNC Durham, N.C., Radio Board chairman (medium stations), and Ben Strouse, WWDC-FM Washington (fm stations) — are not candidates for re-election. Hugh M. Smith, WCOV Montgomery, Ala., was nominated in Dist. 5 but withdrew his name from the election ballot.

Incumbent directors who are running for re-election are Daniel W. Kops, WAVZ New Haven, Conn., Dist. 1; Ray Eppel, KORN Mitchell, S. D., Dist. 11; Joe D. Carroll, KMYC Marysville, Calif., Dist. 15; Thomas C. Bostic, KIMA Yakima, Wash., Dist. 17; Harold Hough, WBAP Fort Worth, large stations, and William C. Grove, KFBC Cheyenne, Wyo., small stations.

Radio board members whose terms expire at the NAB March convention and who were not eligible to run for re-election include Robert T. Mason, WMRN Marion, Ohio, Dist. 7; William Holm, WLPO La Salle, Ill., Dist. 9, and Alex Keese, WFAA Dallas, Dist. 13. The Dist. 3 post has been vacant since last summer when Donald W. Thurnburgh, WCAU Philadelphia, incumbent, became ineligible through purchase of the station by CBS.

The list of nominees on the election ballots as announced by NAB secretary-treasurer Everett E. Revercomb:

Dist. 1—Daniel W. Kops, WAVZ New Haven, Conn.; William B. McGrath, WHDH Boston.

Dist. 3—John S. Booth, WCHA Chambersburg, Pa.; Lawrence H. Rogers II, WSAZ Huntington, W. Va.

Dist. 5—Frank Gaither, WSB Atlanta; Charles C. Smith, WDEC Americus, Ga.

Dist. 7—Herbert E. Evans, WGAR Cleveland; Hugh O. Potter, WOMI Owensboro, Ky.

Dist. 9—Mig Figi, WAUX Waukesha, Wis.; Ben Laird, WDUZ Green Bay, Wis.

Dist. 11—Ray Eppel, KORN Mitchell, S.D.; Odin Ramsland, KDAL Duluth, Minn.

Dist. 13—James M. Gaines, WOAI San Antonio; Boyd Kelley, KTRN Wichita Falls, Texas.

Dist. 15—Joe D. Carroll, KMYC Marysville, Calif.; Bob Reichenbach, KWG Stockton, Calif.

Dist. 17—Lee Bishop, KORE Eugene, Ore.; Thomas C. Bostic, KIMA Yakima, Wash.

At-large (large stations) — Harold Hough, WBAP Fort Worth; Jay W. Wright, KSL Salt Lake City. Medium stations — Cecil B. Hoskins, WWNC Asheville, N.C.; Rex Howell, KREX Grand Junction, Colo. Small stations* —William C. Grove, KFBC Cheyenne, Wyo.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Dave Morris, KNUZ Houston. Fm stations*—Richard H. Mason, WPTF-FM Raleigh, N.C.; Calvin J. Smith, KFAC-FM Los Angeles; Edward A. Wheeler, WEAW-FM Evanston, Ill.

* Three nominees because of ties in nomination count.

KTLA (TV)-IATSE sign

Negotiations between KTLA (TV) Los Angeles and IATSE wound up last week with firm two-year contract that cannot be opened for any reason before expiration. Pact calls for wage increases varying from job to job but averaging about $10 a week a man over two-year period. Station maintained its stand of no premium pay for videotaping duties but agreed to provide four weeks severance pay for IATSE members with four years or more seniority who are laid off because of vtr.

Networks-RTDG pact awaits ratification

The Radio and Television Directors Guild and CBS, NBC and ABC reached agreement on a new two-year contract last Wednesday (Jan. 21), subject to ratification by the union membership tonight (Jan. 26).

Details of the new pact will not be revealed until its terms are made known to union members, an RTDG spokesman said. It was understood that a wage increase had been granted to all categories of membership and the agreement also called for the barring of non-union directors employed by advertising agencies from producing commercials at network facilities.

There were reports that the union had failed to have included in the agreement a re-use pattern for taped programs and commercials, written into the pact between the networks and the American Federation of Television & Radio Artists. Union and network sources declined to comment.

The agreement will cover approximately 900 employes throughout the country at the three networks. Mutual is not included, since that network does not use staff directors.

The networks, meanwhile, continued

November billings put ABC-TV at new high

Tv network gross time charges for November were out last week and ABC-TV executives could point with growing satisfaction at the network's rising billing.

ABC-TV hit its all-time high in monthly gross in November—$10,338,126, a 27.9% gain over November 1957. The other two networks, CBS-TV and NBC-TV, were doing well, too, chalking up increases of 2.1% and 7.1% respectively. For all three networks, November was up 8.4%, the January-November period, up 9.9% for a total of more than $512.6 million gross.

The network billings, released by Television Bureau of Advertising, are compiled by Leading National Advertisers and Broadcast Advertiser Reports.

Even as ABC-TV's billings score rose, it was evident still that the network has a long way to go to come up to its two competitors. Both have about twice the billing of ABC-TV for November. ABC-TV highest monthly gross billing level in 1957 was in the $8.6 millions. The LNA-BAR gross time compilations:

	November			January-November		
	1957	1958	Change	1957	1958	Change
ABC	$ 8,079,932	$10,338,126	+27.9%	$ 74,456,638	$ 92,550,834	+24.3%
CBS	21,407,125	21,853,592	+ 2.1	217,304,292	224,946,459	+ 3.5
NBC	18,511,686	19,817,075	+ 7.1	174,698,900	195,154,287	+11.7
TOTAL	$47,998,743	$52,008,793	+ 8.4%	$466,459,830	$512,651,580	+ 9.9%

Month by Month—1958

	ABC	CBS	NBC	TOTAL
January	$9,168,609	$22,094,015	$18,344,111	$49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July	7,083,555	18,332,925	15,702,029	41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492
September	6,627,093	19,427,754	16,362,343	42,417,190
*October	9,960,524	21,901,036	20,664,587	52,526,147

* Figures revised as of January 16, 1959.

"My Gawd, she's TALL!"

YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

ARB — December, 1957 SHARE OF AUDIENCE Metropolitan Area	
	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

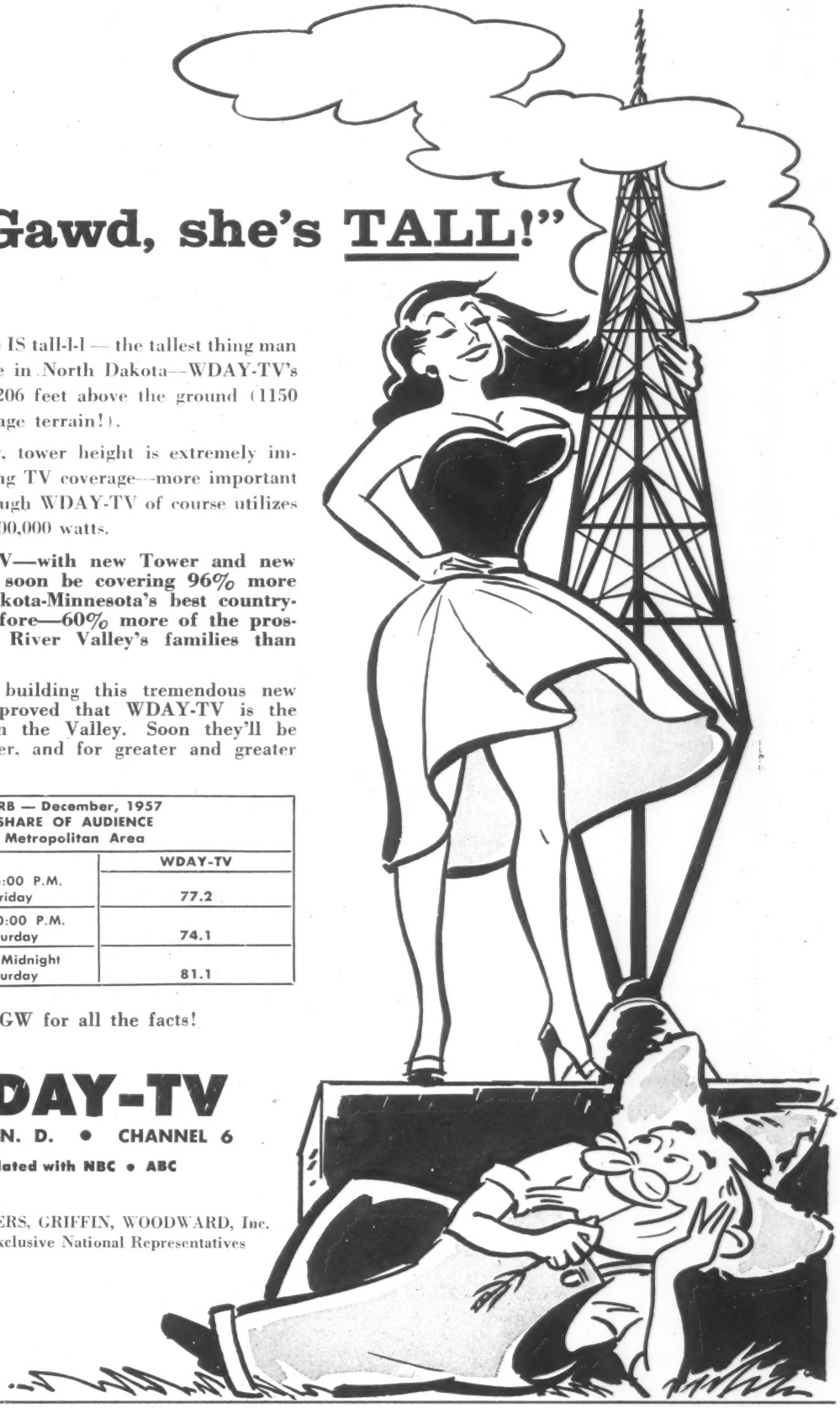
Ask PGW for all the facts!

WDAY-TV

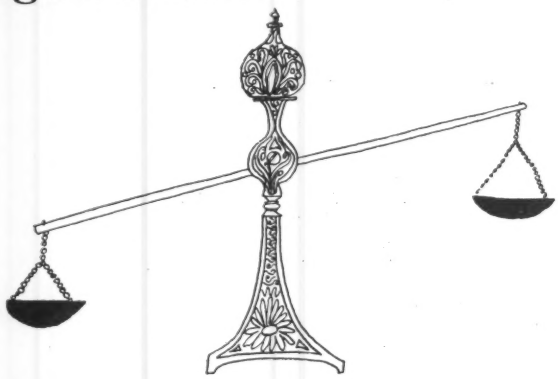
FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives



Weigh the facts!



Then, for your next radio-tv property negotiation, contact Blackburn & Company—outstanding in quality transactions.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Avenue Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JAckson 5-1576	Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

What's the Outlook for '59?

BROADCASTING's February 9 issue called Perspective '59 will give you an exhaustive, comprehensive inquiry into every area of broadcast advertising including features like this:

- **Exclusive report of tv-radio net time sales for 1958.**
- **J. Walter Thompson's Arno Johnson analysis of tv-radio volume in '59 in relationship to economic trends.**
- **Nielsen report on attitudes of tv-radio audiences.**
- **Feature Film Supply . . . How long will it last?**
- **Videotape. Revolutionizing tv production in '59.**
- **RAB's Kevin Sweeney and TvB's Norman Cash reports.**

These, and other important contents including our regular spot news coverage, make the February 9 issue an outstanding advertising value.

Deadline: January 30; Regular rates

WIRE or PHONE nearest BROADCASTING office for your reservation now. 24,000 circulation.

negotiations with the American Federation of Musicians on a new contract to replace the current agreement that expires midnight Jan. 31. Negotiators said talks are still in the "preliminary stage" and indicated that the deadline probably would be extended beyond Jan. 31.

Storm topples tower; kills WLEX-TV staffer

A WLEX-TV Lexington, Ky., employe was killed and two people injured Thursday (Jan. 21) when the station's tower fell onto its building after being struck by a tornado.

Killed was WLEX-TV receptionist Susan Grazley. Nita Wash, the station's bookkeeper, and an unidentified man were injured.

The 651-ft. tower's guide lines were cut by an old 300-ft. tower when the smaller tower was collapsed by the twister. Earl L. Boyles, WLEX-TV part owner-vice president-general manager, estimates the damage at $300,000-$400,000. Mr. Boyles could not say when the station would be back on the air.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week. All are subject to FCC approval:*

• WRAW Reading, Pa.: Sold to Charles T. Weiland, 40%, Hugh L. Hamilton and Perrin C. Hamilton, each 20%, and others by Steinman station interests for $290,000. WRAW is on 1340 kc with 250 w and is affiliated with NBC.

• WMNF Richwood, W. Va.: Sold to W. Courtney Evans, owner of WSUX Seaford, Del., by Royal Broadcasting Co. for $40,000. Blackburn & Co. handled the sale. WMNF is on 1280 kc with 1 kw, day.

KCOP(TV) talks fail

Because of a breakdown in negotiations of the five-week old strike of IBEW's Local 45 against KCOP(TV) Los Angeles, the station is switching its programming almost entirely to film. KCOP President Kenyon R. Brown, announced last week. With the change, KCOP is laying off 85 employes in addition to the 42 who are on strike. A weekend meeting produced a formula acceptable to the union's negotiating committee, but by a 40-to-2 vote, the strikers rejected the deal which reportedly offered to increase engineers' wages from $175 to $182.50 a week, and to give other workers $5 a week raises.

Earlier, KCOP filed a $1 million suit

against the union in Los Angeles Superior Court, claiming damages of $500,000 from the picketing of KCOP advertisers and asking punitive damages of the same amount. KCOP also asked that Local 45 be enjoined from continuing to harrass its advertisers, which resulted in the cancellation of a half-dozen advertising schedules.

Late last week, KCOP had curtailed its operations from three studios to one studio and had cut programs with two-camera coverage to productions needing only a single camera.

Broadcast payrolls 6.6% over 1955—NAB

Wage and salary payments to broadcast employes are up 6.6% over three years ago (1955) at the average U.S. radio station or 2.2% per year, according to an analysis conducted by the NAB broadcast personnel-economics department. Tv pay levels range well above radio scales.

Television wage payments in 1958 were up 3.1% over 1956, or 1.6% a year, the study showed. Neither radio nor tv payments should be construed as wage-salary yardsticks, according to NAB. The figures are designed to show the spread between jobs in each medium by market size and major geographical region (North and South).

In general, the study shows wages are higher in the North. The scale was found to be higher, as a rule, as the size of market increases.

Total employment at radio stations, including parttime staffers, ranged from a high of 39.3 employes in markets of 1.5-2.5 million in the South to 6.6 employes in towns of less than 10,000 in the South.

Average weekly gross compensation of radio station employes by job classification follows: sales manager $156; salesman $114; program director $114; chief engineer $110; staff announcer $92; technician $82; traffic manager $64; continuity writer $64. The figures were described as weighted toward smaller stations because of the large number in this group.

Average weekly gross compensation of television station employes by job classification follows: sales manager $225; chief engineer $171; program director $162; salesman $147; staff announcer $125; producer director $113; technician $106; art director $104; film department head $98; staff photographer $97; traffic manager $80; production man $76; cameraman $75; film man $72; floorman $65.

Total number of tv station employes ranges from 102.6 in cities of 1 million up to 25.4 employes in markets of less than 25,000 population.

WMBD-TV PEORIA

CBS

By Any Standard...

WMBD-TV is first in Peoria!

RATINGS

WMBD-TV is FIRST
in ARB RATING Study
November 12-18
Dominant 37.7% Share of
Sets-in-Use, Sign-on to sign-off
After Only 11 Months on the Air.

First in the Midwest with
ONE MILLION WATTS
of Sales Power.
DOUBLE THE POWER OF
ANY OTHER PEORIA STATION!
Wider Range . . . A Better Picture

POWER

PROGRAM

First in PROGRAMMING
with Top Network,
Local and Syndicated Programs.
Two RTNDA Distinguished
Service Awards in 1958 to
WMBD-TV News Staff.

Call Your PGW Colonel
or
Sam Jackson, Director of Sales

PEORIA TELEVISION
WMBD-TV

RELIGIOUS ASSN. LAUDS NAB

Stand against liquor advertising cited

NAB's stand against hard liquor advertising on radio and television was commended last week by National Religious Broadcasters, organization of evangelicals, at the annual convention in Washington.

The Jan. 21-22 session awarded citations for outstanding leadership to President Eisenhower, Vice President Richard M. Nixon and Harold E. Fellows, NAB president. Dr. Billy Graham was given the association's annual award for outstanding religious broadcasting.

At the Jan. 22 discussion, Mr. Fellows said NAB has held the line on liquor advertising by radio stations, citing the abandonment of liquor accounts by two stations after they had indicated last autumn they would not follow the NAB Radio Standards of Good Practice. The NAB Tv Code has a similar liquor ban.

NRB adopted two resolutions, one opposing hard-liquor advertising on broadcast media and endorsing NAB's stand, and the other opposing the suggestion made by FCC Comr. T.A.M. Craven that FCC has no control over programs.

FCC Chmn. John C. Doerfer, addressing the group, predicted international television will bring closer understanding among nations, particularly when the language barrier is solved.

Mr. Fellows said that "if the peoples of the world would spend more time praying and less time parading we might be closer to a solution of our grievous problems." He reminded that the power of a nation may reside more and more in its intellectual and spiritual resources.

"Let us not beseech others to practice freedom and enjoy the fruits of democracy unless we are prepared to demonstrate our personal and corporate sense of responsibility to be free men ourselves," he added.

Sen. Spessard Holland (D-Fla.) said religious broadcasters should develop programs that will hold public interest "by selling the product." He said it is their responsibility through radio and tv "to bring the teachings of Christ to literally millions who will not otherwise be reached." He voiced the hope that differences between members of the ministry and commercial broadcasters over religious programs will be resolved.

Dr. Eugene R. Bertermann, of the *Lutheran Hour,* St. Louis, presided at the meetings as NRB president (See FATES & FORTUNES, p. 88).

• Media reports

• Emmett Keough, manager, KSWO-AM-TV Lawton, Okla., was re-elected chairman of UPI Broadcasters of Oklahoma Jan. 16 at a Claremore meeting in connection with the Oklahoma Broadcasters Assn. convention.

UPIBO's 1958 Five Star Award, for "contributing most to the UPI state news report," was given to KVOO-AM-TV Tulsa. Winners of UPI's Certificates of Merit for individual news coverage in 1958 include Max Wolf, KWTV (TV) Oklahoma City; Don Strasner, KGYN Guymon; Allan Page, KGWA Enid; Bill Morgan, KNOR Norman; Dean Ward, KWPR Claremore; Frank Hicks, KRHD Duncan; Carl Boye and Roy McKee, KVOO.

• North Carolina Broadcasting Foundation (supported by commercial broadcasters in the state) is aiding the U. of North Carolina's Dept. of Radio-Tv & Motion Pictures and the Communications Center, Chapel Hill, in an enlarged program of courses for the staffers of radio-tv stations and students.

The foundation has collected money and equipment worth more than $20,000 from member stations, it was revealed at NCBF's board of directors' annual meeting.

• Radio's success in New York's late newspaper blackout (BROADCASTING, Jan. 19) may have helped WABC New York achieve what general manager Ben Hoberman termed "our best fourth quarter in more than three years." Local radio sales were up 52% in 1958's fourth quarter against the like period in 1957, Mr. Hoberman reported, and among the new clients signed up were a number of "strike advertisers" such as Willoughby Camera Stores, Stern Bros., Macy's New York, B. Altman & Co., Davega Stores, Montgomery Ward, General Electric, Eastman Dillon Union Securities & Co. and Abraham & Straus.

• Better Music Broadcasters of America awards (presented annually to stations that have maintained a high standard of music programming) have been presented this year to WAYE Baltimore; WVNJ Newark; WDOK Cleveland, Ohio; KADY St. Louis, and KSAY San Francisco.

• Marietta Broadcasting Inc. announces plans for construction of new building to house studios and offices of its station, KERO-TV Bakersfield, Calif. Completion is scheduled for some time next year.

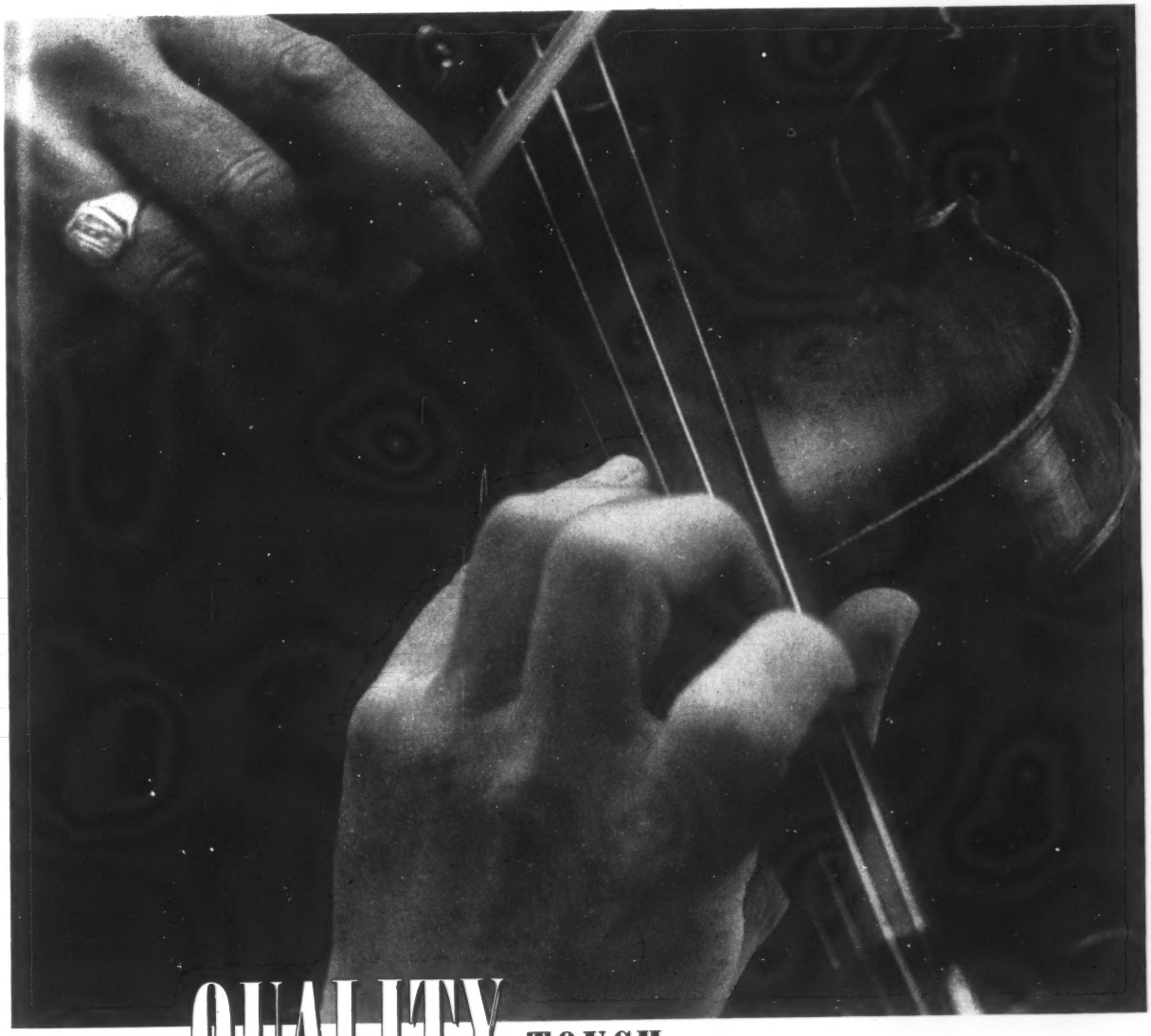
• WDAF Kansas City will be originating station for baseball broadcasts of Kansas City Athletics during 1959 season.

• WTCX (FM) St. Petersburg, Fla., is scheduled to go on the air the middle of next month. The station's format will be light classics and classical music. WTCX, owned and operated by Trans-Chord Inc., is on 99.5 mc with 31 kw.

• WMAL Washington has moved to new studios on Greentree Rd., Bethesda, Md.

• John Fraim, news director of WSAI Cincinnati, became the object of a police search party a fortnight ago. The newsman had set out with a group to

Plaque for Fellows • National Religious Broadcasters presented a plaque to NAB President Harold E. Fellows at their Washington convention for his broadcast leadership and contribution to freedom of the air. L to r: Dr. T.F. Zimmerman, Springfield, Mo., NRB first vice president; Dr. E.R. Bertermann, St. Louis, president; Mr. Fellows; Dr. T.W. Willingham, Kansas City, treasurer.



THE QUALITY TOUCH

—to the trained ear it is quickly recognizable. Likewise, the quality atmosphere of a television station is just as instantly apparent and valued by quality advertisers!

abc ■ channel 8 dallas

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES ■ A TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Great Albums of Music
Great Albums of Music
WVNJ
WVNJ
620
Nothing else like it in Greater New York
IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.
IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) WVNJ dominates in audience — in quality of audience — and in prestige.
IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market.
RADIO STATION OF The Newark News
national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740
WVNJ
Newark, N. J.— covering New York and New Jersey

explore a southern Kentucky cave. When WSAI did not hear from the staffer, it called the Kentucky police. The party of explorers was located after a two-hour search. They had been lost in the cave for almost 16 hours.

• WGN-AM-TV Chicago reports its "employes suggestion system" during the first 16 months developed 28 awards made totaling $865 (taxes prepaid). Winning ideas were for saving space in the music division, increasing output of letters in radio sales, installing tv transmitter displays to promote WGN-TV audience programs in the Prudential Bldg., increasing tv production office efficiency and better use of IBM record-keeping equipment. Slightly less than one-third of all employes have participated thus far, averaging 2.5 suggestions per participant.

• KQED (TV) San Francisco has increased its power from 30 to 156 kw. The educational-community station received the money for the new amplifier and antenna from foundations, corporations, individuals and commercial station KPIX (TV) San Francisco.

• CBS Foundations Inc. has made grants to private colleges and universities, based on the length-of-service records of women graduates who have been employed by CBS or its divisions for 15 years or more. The 1958 list includes Cornell U. ($1,000) on behalf of Dorothy M. Leffler, manager, magazine division, press information department, CBS-TV; St. Joseph's College for Women ($500) in the name of Rose Marie O'Reilly, manager of ratings, CBS-TV (an earlier $1,000 grant was made on behalf of Miss O'Reilly), and St. Lawrence U. ($1,000) on behalf of Betty Lippold, administrative assistant to the general manager, Housewives' Protective League, CBS Radio.

• WKEY Covington, Va., has commenced broadcasting from its new studios at Third and S. Lexington Sts., Covington.

• Tele-Broadcasters Inc. has announced that it had a 14% overall increase in business during 1958. In 1957 firm grossed $771,078. Business has increased 450% from the 1954 gross of $155,453, it was noted. The Tele-Broadcasters stations are KALI Pasadena, Calif., KUDL Kansas City, Mo., WPOP Hartford, Conn., and WPOW New York. KUDL and WPOP have appointed Adam Young Inc. as national representatives, it was announced. KALI is on 24-hour a day operation, it also was reported.

• Educational-noncommercial WTTW (TV) Chicago has received $120,000 so far in its fund-raising drive. WTTW hopes to collect $760,000 by the time the campaign closes March 31, 1960. An additional $500,000 is anticipated from etv classes produced for the educational Tv & Radio Center, Ann Arbor, Mich., and for the Chicago Board of Education. The station is allocating $110,000 for a video-tape recorder; the rest of the money is for operating expenses.

• Hollywood local of AFTRA has unanimously approved terms of new network agreement (BROADCASTING, Dec. 29, 1958). As pact has previously been ratified by AFTRA New York and Chicago chapters as well as by the national board, it is now in effect, with the conditions retroactive to last Nov. 15.

• KOOL-TV Phoenix, Ariz., on Feb. 2 starts originating *Spanish 101-TV*, a daily (7-7:30 a.m.) telecourse in beginners' Spanish. The course, for full college credit, is presented by Arizona State U.'s College of Liberal Arts Foreign Language Dept. through the university's Radio-Tv Bureau.

• Localized news coverage offers the small city station an opportunity for

DATELINES

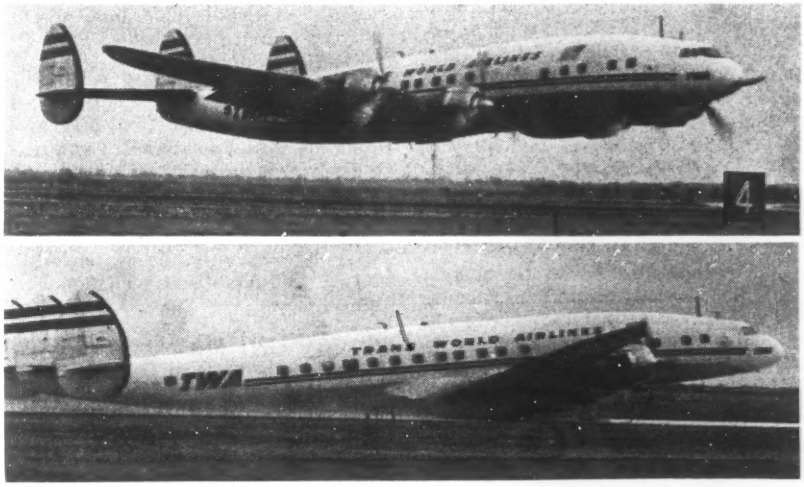
Newsworthy News Coverage by Radio-Tv

CLEVELAND • Local police last Monday (Jan. 19) apprehended a murder suspect, thanks to WJW-TV Cleveland's nightly *City Camera* news show. A photo of 29-year-old William Hathaway, sought in connection with the Jan. 14 stabbing of his former sweetheart, was shown on the telecast, prompting a citizen of Mansfield to notify authorities of the fugitive's whereabouts. Within hours he was arrested.

WEST BERLIN • WTAX Springfield, Ill., sent staffer O.J. Keller Jr. to interview West Berlin Mayor Willy Brandt, Jan. 7 prior to the Berliner's visit to America. The mayor is to visit Springfield in connection with the Lincoln sesquicentennial. A tape of Mr. Keller's interview was relayed via trans-Atlantic telephone to WTAX.

EVANSVILLE • The efforts of Southwestern Indiana Broadcasters Assn. in ameliorating relations between some 300 striking city workers and city officials has been officially recognized by factions. SIBA member stations, working in the shadow of a strike that could have paralyzed the area, brought the two sides together in a series of public meetings that paved the way to settlement.

KANSAS CITY • The emergency belly-landing of a TWA Constellation at Olathe Naval Air Station near Kansas City, Mo., was well covered by radio and tv, KMBC-AM-TV announced. Its first report that the plane was having difficulty with its landing gear came into the stations' newsroom at 12:53 p.m., Jan. 17. While the plane, originally going to St. Louis, but re-directed in the emergency, circled for four hours, trying to get its wheels down, the KMBC stations' staffers set up microphones and cameras and kept listeners informed of the plane's progress right through the actual successful belly-landing on a sea of foam.



Crucial Moment: KMBC photographer Charles Campbell captured this dramatic sequence.

'Golden K Network' is winner of oil well

The association of KAKE-TV Wichita with satellites KTVC (TV) Ensign and KAYS (TV) Hays, both Kansas, has been formally christened "The Golden K Network"—and an advertising agency man realized a bonanza.

Edward L. Bailey, copywriter at Leo Burnett Co., won first prize in KAKE-TV's "Win an Oil Well" contest, launched last fall to select a suitable name for the new group.

When originally announced, the contest promised the winner the option of a life-of-the-well lease income or $1,000 in cash. New wells were drilled in Kansas on the lease, however, and the winner was offered a $5,000 cash purchase of his interest or the oil royalty for duration of the wells. As of last Thursday (Jan. 22), Mr. Bailey had not made up his mind but was leaning toward royalties.

The contest was open to all advertising people interested in retiring "at an early age instead of being an ad man all your life."

Other winners: Reginald F. Spurr, Young & Rubicam (whole Grade-A Kansas beef); William E. Stauber, C. Knox Massey & Assoc. (50 bushels of Kansas wheat), and Robert F. Gorby, J. Walter Thompson Co. (stock shares in Boeing and Cessna Aircraft).

Oil's well that ends well • Mr. Bailey (seated), receives congratulations from (l to r) Draper Daniels, Burnett, executive vice president; William Joyce, Katz agency; Bob Sullivan, Katz, and Donivan Waldron, KAKE-TV national sales manager.

audience-building, community service and profit. This was the decision of a panel of radiomen at a Jan. 13 meeting of the Atlanta professional chapter of Sigma Delta Chi.

Panel members were Jim Hardin, president-general manager, WDUN Gainesville; Bob McGarrity, news director, WKEU Griffin; Ed Mullinax, general manager, WLAG LaGrange, and Gus Mann, radio-tv news editor, Georgia Agricultural Extension Service, Athens.

• WDSM Superior, Wis. (710 kc, 5 kw), signed as NBC Radio affiliate, effective Jan. 19, replacing WEBC Duluth, Minn., in NBC lineup. WDSM, which had been affiliated with ABC and Mutual, is owned—along with WDSM-TV Duluth, already NBC affiliate—by Northwest Publications.

• WBML Macon, Ga., is proposing to start a combination educational-commercial tv station in Macon.

Meeting this month with the Georgia State Board of Education in Atlanta, the company said that the state could save about $500,000 by relinquishing the board's educational ch. 9 Savannah to the operation of ch. 3 there so that ch. 3 could be moved to Macon. (Ch. 3 Savannah is occupied by WSAV-TV.) In the WBML plan, commercial interests would finance and operate ch. 3, allowing the board to use it for etv during school hours on a cost basis. WBML has petitioned the FCC for rulemaking to move ch. 3 to Macon.

• With the advent of Daylight Saving Time April 26, Pacific Coast affiliates of CBS-TV will push their network schedule back one hour to synchronize with New York time instead of Chicago time as before. The new schedule lines up CBS-TV with ABC-TV and NBC-TV to provide the same inter-network competition on the Pacific Coast as in the East. It will continue after the end of daylight time in the fall. The change was decided Jan. 15 at a meeting of CBS-TV western affiliates and network officials.

• KEXX San Antonio, Tex., is changing its call Feb. 1 to KARS. The Spanish-language station will then be an all-English operation. The station is on 1250 kc with 500 w.

• WATR Waterbury, Conn., an ABC affiliate, next month adds affiliation with Mutual.

• WMCT (TV) Memphis, Tenn., has arranged with the local Imperial Bowling Lanes to telecast bowling matches using Bowling Lanes' own cameras. The new 48-lane bowling alley has more than $60,000 of General Electric television equipment—reportedly the first bowling alley to be so equipped.

• Rep appointments

• WPBN-TV Traverse City, Mich., appoints Elisabeth Beckjordan as station network and personal representative, effective immediately. Mrs. Beckjordan also will represent WBDG-TV Cheboygan, Mich., satellite station of WPBN-TV, scheduled to go on air on or about March 1.

• KVKM-TV Monahans, Tex., names Clyde Melville Co., Dallas, as its southwest area regional representative. Everett-McKinney, N.Y., represents station nationally.

• CKLW Windsor, Ont. (Detroit), appoints Robert E. Eastman & Co., N.Y., as its national representative.

• KBON Omaha has appointed McGavren-Quinn Corp., N.Y., as its station representative.

• KREM Spokane, Wash., names Edward Petry & Co., N.Y., as its national representative.

• KQDE Renton, Wash., names Forjoe & Co., N.Y., as its national representative. KQDE operates fulltime on 910 kc with power of 1 kw.

• CHLO St. Thomas, Ont., appoints Radio & Television Sales Inc., Toronto and Montreal, as its station representative.

IKE ASKS $11 MILLION FOR FCC

Budgets for VOA, FTC, spacemen also upped

A substantial boost in FCC appropriations for fiscal 1960 is reflected in President Eisenhower's budget recommendations to Congress, submitted last week. A total $11 million was asked for the FCC, compared with $9,820,000 estimated for fiscal 1959 ($9,042,000 actually appropriated with an additional $778,000 expected to be added by supplemental appropriation to cover salary increases to FCC employes in fiscal 1959).

Increases also were asked for the U.S. Information Agency from $98,500,000 in fiscal 1959 (plus $3,397,000 salary increases, or a total $101,897,000) to $106,800,000 in fiscal 1960 and for the Federal Trade Commission from $5,975,000 in 1959 (plus salary increases of $540,000 for total $6,515,000) to $6,975,000. The USIA estimates represent an increase from $18,288,900 (in 1959) for broadcasting services (Voice of America—USIA's largest media arm) to $19,051,900 in 1960 and from $707,600 (in 1959) to $1,263,300 for television in 1960.

The presidential recommendation for the FCC's broadcast activities was $2,361,601, compared to an estimated $1,942,055 for the current fiscal year. These activities are for regulation of an estimated 5,325 broadcast stations, both radio and tv, for fiscal 1960, as compared to an estimated 5,105 radio and tv outlets in the current fiscal year. The FCC expects to handle 842 applications for new or major changes in am facilities, 391 for fm and 319 for tv during fiscal 1960.

The budget statement said the recommended FCC appropriation provides for an increase in average number of employes from an estimated 1,164 during the current fiscal year to 1,301 for the 1960 fiscal year, with an average salary of $6,906 for the upcoming fiscal year. This manpower increase is needed, the statement said, because of the growth in workloads coupled with the "needed reduction in time lag between dates of receipt and dates when applications are reached for consideration."

More Voice Power • The USIA will expand in Africa and Latin America and strengthen tv and other activities and will continue the major rebuilding of VOA radio facilities begun in 1959 to improve reception of the Voice's programs abroad, the statement said.

The President's statement flatly recommended an increase in fees charged by Securities & Exchange Commission and generally recommended, in a major proposal, that the cost of federal services "which convey special benefits . . . be recovered through charges paid by the beneficiaries rather than through taxes on the general public." No direct suggestion was made, however, for fees for FCC licensing activities.

Plans for Space • The President said the National Aeronautics & Space Administration, among other things will continue to experiment with the use of satellites to serve as relays for the intercontinental transmission of messages, voice and television. The present budget asks $130 million for NASA, proposed legislation would add $150 million and the President is asking obligational authority to bring the total to $485 million for fiscal 1960.

Hill hearing tomorrow: federal etv subsidies

The Senate Commerce Committee begins a two-day hearing tomorrow (Jan. 27) on its chairman's proposal to allocate $1 million to each state for educational tv.

In the House, two slightly different versions of the etv proposal were introduced last week by Reps. Kenneth A. Roberts (D-Ala.) (HR 2926) and Morgan Moulder (D-Mo.) (HR 3043).

Sen. Warren Magnuson (D-Wash.), with the co-sponsorship of Sen. Andrew Schoeppel (R-Kan.), introduced the bill (S-12) which will be the subject of tomorrow's hearing. It would grant authorized organizations in each state federal funds to "establish or improve television broadcasting for educational purposes." No state could receive over $1 million in grants, which would be administered by the Commissioner of Education.

Leadoff witness will be Rep. Stewart Udall (D-Ariz.), who introduced HR 1981, identical to the Magnuson-Schoeppel bill. He will be followed tomorrow by Comr. T.A.M. Craven; John Ivy, executive vice president of New York U.; Donald McGannon, president of Westinghouse Broadcasting Co.; Raymond Hurlbutt, head of the Alabama etv three-station network; Ralph Steetle, executive director of the Joint Council on Educational Tv, and Mrs. Edmund G. Campbell, president of the Washington, D.C., Educational Tv Assn.

Wednesday witnesses will include William Harley, president of the National Assn. of Educational Broadcasters; Dr. William Friday, president of North Carolina U.; William Brish, superintendant of Washington County (Maryland) public schools; Richard Hall, radio-tv director of Ohio State U., and Henry Chadeayne of St. Louis.

This same bill, introduced in the past Congress by Sen. Magnuson, passed the Senate without serious opposition but died in the House Commerce Committee.

The Roberts-Moulder proposal would require that each state put up matching funds for federal funds allocated "in the construction" of etv stations. Just as in the Senate bill, the most each state could receive, for etv construction would be $1 million.

The House bills, however, also would give each state $10,000 "to survey the need and to develop programs for the construction of educational tv facilities."

In introducing his bill, Rep. Roberts said lack of sufficient money is the reason only 36 etv stations have actually gone on the air. He said if the remaining 226 etv reservations are not used, "there is a danger of losing them to commercial stations."

He pointed out that his home state of Alabama has a three-station etv network operating and that other states would speed up activity in the field if they were given federal assistance. He promised to press for quick action by the House Commerce Committee, of which he is the fourth-ranking majority member.

Tv program license asked in N.Y. bill

A bill to require the licensing of most television programs was introduced in the New York legislature last week but it did not appear to worry television legal experts.

They said it clearly was unconstitutional under rulings which the U.S. Supreme Court had refused to overturn.

The bill would give the New York State Board of Regents the same sort of censorship power over most tv programs that it now has over motion pictures in New York state. It would exempt public service programs, telecasts of sports events and newscasts, but other programs would have to get a license from the Board of Regents at a cost of $50 for each half-hour or less.

The license fees would be paid by the station.

Assemblyman A. Bruce Manley of Fredonia, N.Y., sponsor of the measure, charged that tv shows have been displaying "a disproportionate amount of crime, sex, horror, terror, brutality and violence" and thus promoting juvenile delinquency.

If enacted and held constitutional, the bill presumably would apply to all network television shows originated in New York as well as all local programs in that state.

But authorities on radio-tv law cited legal precedents against such a measure. Specifically they called attention to the Pennsylvania State Board of Censors' attempt in 1949 to censor motion pictures used on television. The move was contested by a group of Pennsylvania television stations. A federal district judge ruled the board's would-be regulation was invalid and this ruling was unanimously upheld by three judges of a circuit court of appeals.

The appeals court held that FCC is the regulatory body for radio-tv: "It is clear that Congress has occupied fully the field of television regulation and that that field is no longer open to the states. Congress possessed the constitutional authority to effect this result. . . . It follows that the Commonwealth of Pennsylvania cannot censor the films used on the programs of the plaintiffs' stations" (BROADCASTING, Sept. 11, 1950).

Television lawyers also reported that this decision was finally appealed to the U.S. Supreme Court, which refused to review it.

Sen. Gore introduces elections reform bill

An elections reform bill, which also would restrict the "equal time" provisions of the Communications Act to eliminate its application to candidates for presidential or vice presidential nomination or election if they or their parties do not have substantial popular support, was introduced last week by Sen. Albert Gore (D-Tenn.).

Candidates in general elections for the offices of President and vice president, to qualify for time equal to their opponents on radio and tv stations, would have to be (1) nominees of a party which received at least 4% of total popular or electoral votes, or (2) supported by petitions representing at least 1% of total votes cast in the preceding election.

Candidates for nomination by a political party, to qualify under the equal time provisions, would have to be (1) the incumbent of a federal or statewide elective office, (2) the nominee for President or vice president at a prior convention of his party or (3) be supported by petitions signed by 200,000 persons or 1% of the total popular vote in the preceding election. This section would weed out insubstantial candidates for nomination by the major parties. Stations, of course, could be expected not to provide time for any candidates for nomination by smaller, splinter and minority parties.

Ghost still walks

Ch. 1 has not been in the commercial tv spectrum since 1947 but the unavailable space still is floating around in Congress.

Rep. George Miller (D-Calif.) has re-introduced a bill (HR 1592) granting Willard L. Gleeson $2,265,995 damages as a result of the loss of ch. 1. The measure first was proposed in the 83rd Congress. Mr. Gleeson had been assigned the facility for KARO (TV) Riverside, Calif., and was left without a channel when the FCC removed ch. 1 from the civilian allocations table. Rep. Miller also introduced H Res 119 calling for HR 1592 to be referred to the Court of Claims.

Overseer body sought

A bill supported by the American Bar Assn. which would create an office to coordinate and direct administrative practices and procedures conducted by federal agencies was introduced last week by Sen. Thomas C. Hennings Jr. (D-Mo.). Sen. Hennings, who introduced a similar bill in the 85th Congress, said his measure (S 600) would establish an Office of Federal Administrative Practice, an independent agency which would centralize coordination of procedure and practice matters, provide a force of hearing commissioners (appointed initially from among hearing examiners of the various agencies and continuing to conduct cases within their present agencies), provide a legal career service for attorneys in government and impose standards of conduct for lawyers and others who practice before federal agencies. Sen. Alexander Wiley (R-Wis.) co-sponsored the bill.

Senate sports bill

A bill which would grant "certain antitrust exemptions" to professional baseball, football, basketball and hockey —including permission by baseball clubs to black out telecasts in areas where local minor league teams are playing—was introduced last week by Sens. Thomas C. Hennings Jr. (D-Mo.), Kenneth Keating (R-N.Y.) and Everett Dirksen (R-Ill.).

The bill is similar to measures introduced in the House the week before (BROADCASTING, Jan. 19). "This bill," said Sen. Hennings, "is not a broad, blanket antitrust exemption. It exempts only those practices which have become, not only common in professional sports, but vital and necessary because of the unique problems facing them." Sen. Hennings said the tv clause in the bill "makes it possible for major league baseball teams to control their telecasts so that they are not telecasting into a minor league team's area on the day the minor league is playing."

Sen. Philip A. Hart (D-Mich.) recently resigned as a director in the organization that runs the Detroit Lions professional football team, explaining he wants to avoid any possible conflict of interest issue in the Senate controversy he expects to arise from the sports antitrust legislative issue.

Sen. Carroll sees vhf booster backing

Congress was urged to go on record as opposing the FCC's recent ban on vhf booster stations by Sen. John A. Carroll (D-Colo.) last week. He predicted solid support by western senators for a resolution he intends to sponsor in an effort to initiate an investigation of the FCC action of Dec. 31, 1958.

Two other western senators, Gordon Allott (R-Colo.) and Mike Mansfield (D-Mont.), have criticized the FCC action (BROADCASTING, Jan. 19). The vhf booster problem was discussed in an organizational caucus Jan. 16 by a group of 19 senators representing 12 western states.

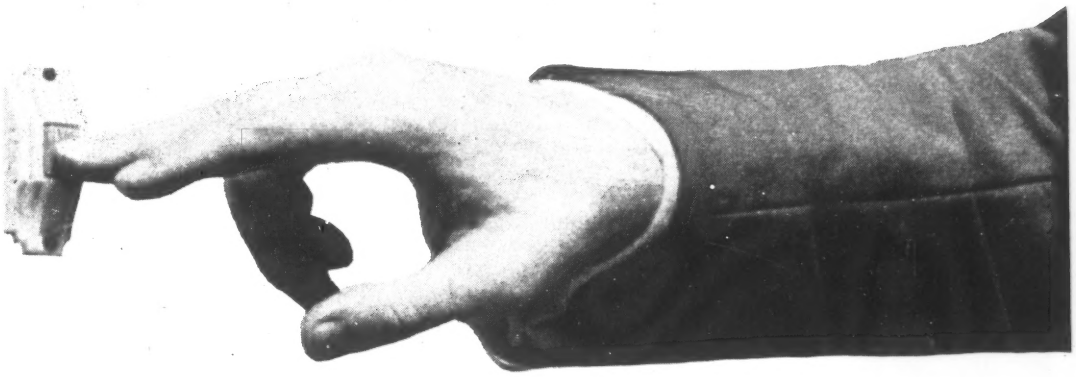
Sen. Carroll charged last week that the FCC "delayed taking any action for many years until a vast number of repeater or booster stations had been established." Then it ordered booster operators to cease in 90 days, he said. "We can't throw back progress in that arbitrary fashion without some showing that this low-cost tv is detrimental," he added.

Embattled western television booster operators—and their elected officials—were scheduled to hold a roundup in Denver Friday as a rally to fight the FCC's latest ruling on the controversial unlicensed booster situation.

Answering the call of Colorado Gov. Stephen L.R. McNichols, a host of western state officials, legislators and booster operators, planned to meet over the weekend to formulate battle plans to promote continuance of booster operations.

FCC Chairman John C. Doerfer

In Omaha...
if you want to
ring the
right doorbells...



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radio

9 years at or near the top-consistently!

Why? Personalities that get through to people. Sounds that intrigue people. Excitement that holds people. Good coverage, too, on 660 kc. Adam Young can amplify. See him . . . or talk to KOWH General Manager Virgil Sharpe.

KOWH *Omaha*

Represented by Adam Young Inc.

flew to Denver last Thursday. He was accompanied by FCC Chief Engineer Edward W. Allen Jr.

Nicholas Zapple, Senate Commerce Committee communications specialist, represented committee chairman Sen. Warren G. Magnuson (D-Wash.).

The FCC has ordered all unlicensed boosters to cease operating within 90 days or convert to translator operation (BROADCASTING, Jan. 15). It threatened legal action against any new boosters. The action was taken on a petition by Gov. McNichols asking for reconsideration of the Commission's June 1957 order which rejected proposals to authorize on-channel vhf boosters. These repeaters grew up in the wide-open spaces of the Northwest to serve isolated communities unable to receive regular tv signals. The boosters pick up tv channels and re-radiate them into valley hamlets and towns. There are almost a thousand, it is estimated, operating without benefit of FCC license. The Commission's attitude toward boosters was opposed by Comr. T.A.M. Craven. Mr. Craven said he feels the devices should be authorized with reasonable technical regulations to prevent interference to other services.

Labor petitions Hill on foreign production

The Hollywood AFL Film Council last week commended Rep. Frank Thompson (D-N.J.) for introducing a bill calling for an investigation of foreign-produced movies and sound tracks and at the same time asked that the inquiry be expanded to include tv films produced overseas.

Rep. Thompson's measure, HR 2441, would authorize an investigation by the House Ways & Means Committee of the film practice with "particular attention" given to tax advantages gained and effect on employment of American artists and musicians. The bill, referred to the Ways & Means Committee, also would reduce the tax on admissions to live musical performances.

Also last week, Rep. A. Paul Kitchin (D-N.C.) introduced a bill (HR 2776) repealing the excise tax on communications and Sen. William Langer (R-N.D.) introduced S592 repealing the tax on radio-tv sets, communications and other items. Both were referred to Ways & Means.

Rep. Thomas G. Abernethy (D-Miss.) has re-introduced a bill (HR 311) which would exempt small-market radio-tv stations from provisions of the Fair Labor Standards Act. Rep. Abernethy sponsored the same bill, which removes the maximum hours provisions of the act, in the 85th Congress. The bill went to the Committee on Education & Labor for action.

FTC tells Continental wax won't stand wear

Continental Wax Corp., Mt. Vernon, N.Y., a tv advertiser in 20 eastern markets has been charged by the Federal Trade Commission with misrepresentation. A hearing is scheduled for March 16 in Washington.

The FTC declared that the company's

U. S. Broadcast Checking Corp., N.Y.

Six Month Wax . . . guaranteed.

products will not last for the six months the firm claims in radio-tv and print advertising. A typical tv spot cited in the FTC complaints depicts the "durability" of Continental Six Month Floor Wax as "proved" in a classroom, where "thousands of footsteps" couldn't destroy the six-month protection of the wax.

Lee Hall, Continental president, last week termed the FTC complaint "unfounded." He stated that Continental's claims will be supported with "authoritative research data from independent science laboratories."

Moving day at FCC

The FCC is shifting a number of its offices in Washington's Post Office Building in a move initiated by the Postmaster General. Chairman John C. Doerfer will move to the seventh floor directly above the sixth floor offices, occupying odd-numbered rooms 7105 to 7121. Comrs. Rosel H. Hyde and Robert T. Bartley also move upstairs, Comr. Hyde to odd numbers 7307 to 7317 and Comr. Bartley to odd numbers 7405 to 7415.

Comr. Doerfer displaces the Common Carrier Bureau's telephone division, which moves to the 2200 corridor on the second floor. Comrs. Hyde and Bartley displace part of the Broadcast Bureau, which in turn will occupy about 20 rooms occupied by the Chief Engineer's Office in the 7500 corridor on the seventh floor. The Chief Engineer's office in turn moves to the 2200 corridor on the second floor.

The Post Office Dept. thus acquires all of the 6200 and most of the 6100 corridor on the sixth floor. The moves are expected to be completed by the beginning of March.

Dirksen, Langer bring first anti-pay tv bills

Senate Minority Leader Everett Dirksen (R-Ill.) and Sen. William Langer (R-N.D.) Tuesday (Jan. 20) introduced the new Senate's first anti-pay measure. The bill, S 591, would prohibit toll tv until the FCC has authorized the controversial video method and also tells the FCC it cannot approve pay tv until and unless Congress gives specific authorization.

Sen. Langer authored a similar bill in the 85th Congress. In introducing the new measure, he called attention to a poll he conducted of residents of Bartlesville, Okla., while that city had a wired-pay system in operation. Over 1,900 of the Oklahomans were against pay tv and only 163 for, he said.

The senator disclosed that last month he wrote a letter to all other members of Congress seeking their support of the anti-pay tv measure. He also entered in the *Congressional Record* liberal quotes on pay tv polls from the BROADCASTING issues of Nov. 11 and 4, 1957. The bill was referred to the Commerce Committee.

Four bills against pay tv have been introduced in the House this session.

FCC has discretion to stay grant—court

A three-judge appeals court last week told the FCC it has discretion as to whether or not a final station grant should or should not be stayed pending the outcome of a protest hearing.

In doing so, the court apparently reversed a 15-year-old judicially-imposed rule.

Involved is a 500 w, daytime grant (1390 kc) in Tomah, Wis. (pop., 5,000 according to the 1950 census). The grantee, Tomah-Mauston Broadcasting Co., received its unopposed permit last October. A protest was filed by WRDB Reedsburg, Wis., claiming electrical interference.

The Commission, under Sec. 316 of

full power!

top programming!

complete coverage!

and now...

award winning audience promotion...

TWX NBC NEW YORK

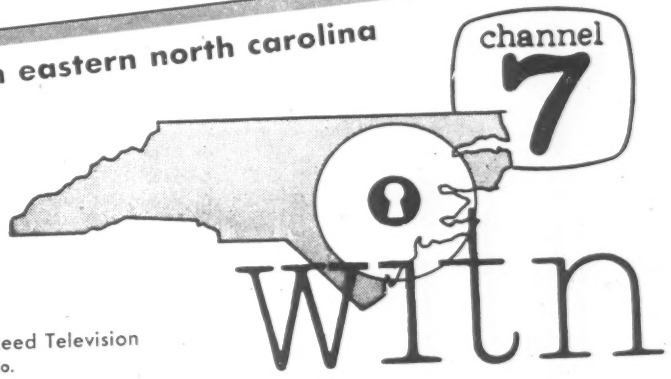
W R ROBERSON JR.
PRESIDENT & GENERAL MANAGER
WITN
WASHINGTON NORTH CAROLINA

CONGRATULATIONS. JUDGES OF THE NBC DAYTIME AUDIENCE PROMOTION CONTEST HAVE AWARDED FIRST PRIZE AMONG OPTIONAL AFFILIATES TO WITN.

EIGHTY NBC-TV AFFILIATES ENTERED THE CONTEST. MORE THAN 30,000 ON-THE-AIR PROMOTION SPOTS FOR THE NEWORK'S DAYTIME PROGRAMS WERE BROADCAST DURING THE CONTEST AND STATIONS PLACED MORE THAN 100,000 LINES OF LOCAL NEWSPAPER ADVERTISING. THE COMBINED VALUE AMOUNTED TO MORE THAN $1,000,000. BEST WISHES.

KENNETH W BILBY
EXECUTIVE VICE PRESIDENT FOR PUBLIC RELATIONS.

there's nothing finer in eastern north carolina



NBC television
for eastern
north carolina

Reps.: Headley-Reed Television
James S. Ayers Co.

the Communications Act, stayed the effectiveness of its grant to Tomah-Mauston, and set the protest down for hearing. Tomah-Mauston went to court, charging that the FCC erred in stating it has no discretion on whether or not to stay the grant. The grantee claimed that Sec. 309(c) as amended in 1956, specifically gave the FCC discretion as to whether or not to stay a grant pending a hearing on a protest.

The order issued last week by U.S. Circuit Judges E. Barrett Prettyman, David L. Bazelon and George Thomas Washington told the FCC that it has discretion whether or not to stop the construction of the new Tomah station, notwithstanding the provisions of Sec. 316 or of the 1943 "KOA case." The court held then that where a station is likely to suffer interference, that is considered a modification of its license and therefore a stay against the new grant is imperative.

On the SEC record

The following stock transactions by officers and directors in the radio-tv and allied fields have been filed with the Security & Exchange Commission. Common stock is involved, unless otherwise indicated.

Admiral Corp.—Carl E. Lantz disposed of the 112 capital shares he held.

Avco Manufacturing Corp.—James D. Shouse purchased 7,500 shares for 11,550 total; Frank S. Larson acquired 2,000 shares giving him 2,500.

Assoc. Motion Picture Industries—Albert W. Lind purchased 100 shares, giving him 3,100.

CBS Inc.—Louis Cowan purchased 800 shares of Class A, raising his ownership to 900.

Columbia Pictures Corp. — Fico Corp., which has several common officers-directors with Columbia, purchased 4,100 shares for 45,458 total.

Allen B. DuMont Labs—Eugene J. Tanner disposed of his 100 shares of 5% cumulative convertible preferred stock.

Emerson—Harvey Tullo purchased 3,000 shares of capital stock, sold 1,000, leaving him with 5,209; Harold Goldberg retained 810 shares of the same type through buying 810 shares and selling 500.

General Electric—Samuel Littlejohn purchased 5,370 shares for total ownership of 5,940; William C. Wichman acquired 1,695 shares giving him 5,971 total; George L. Haller sold 400 shares leaving him with 100.

Hoffman Electronics—I. J. Kaar purchased 1,000 shares, his only stock in firm; Bruce L. Birchard sold 200 shares in October, purchased the same number in November leaving him 200.

Loew's Inc.—Joseph Tomlinson purchased 16,900 shares raising his total ownership to 150,000.

Minnesota Mining & Manufacturing —John G. Ordway (through trust) sold 16,800 shares leaving trust with 1,643,768; Clarence B. Sampair purchased 7,048 shares for total ownership of 9,240; Maynard H. Patterson purchased 200 shares giving him 410, plus an additional 98 shares owned jointly with wife.

National Airlines Inc.—Alexander G. Hardy increased his holdings to 2,375 shares by purchasing 1,100.

National Telefilm Assoc.—Harold Goldman in June 1958 purchased, and then sold, 1,000 shares leaving him with 40,125; B. Jonny Graff in August 1958 purchased 1,000 shares, later sold the same number in October leaving him with 3,200; Burt Kleiner purchased 5,000 shares for total ownership of 150,000.

Republic Pictures Corp.—Victor M. Carter acquired 35,837 shares for total ownership of 98,337; Ernest A. Hall sold 4,000 shares leaving him with 9,700.

Skiatron Electronics & Tv Inc.—Arthur Levey sold 31,900 shares (26,900 in private transactions) leaving him with 252,931.

Sylvania Electric Products Inc.—W. Benton Harrison acquired 924 shares for total ownership of 1,258; Walter R. Seibert purchased 792 shares giving him 991; Arthur L. Milk sold 300 shares leaving him with 338.

20th Century-Fox Film Corp.—James A. Van Fleet sold 200 shares leaving him with 300.

Walt Disney Productions—Orbin V. Melton sold the 100 shares he owned in firm.

Westinghouse Electric Corp.—John A. Hutcheson purchased 100 shares for 557 total; Leslie E. Lynde acquired 300 shares giving him total of 2,653; Reese H. Taylor bought 100 shares raising his total to 500; John F. Myers sold 500 shares leaving him with 544.

Zenith Radio Corp.—Eugene M. Kinney acquired 744 shares raising his total to 1,062.

• Government Notes

• The FCC last week formally decided to allow the *Boston Globe* to intervene in the re-opened ch. 5 tv case, but only on the issue of whether any Commission member should have disqualified himself from voting in the original grant to the *Boston Herald Traveler* (WHDH Inc.), a *Globe* competitor. The Commission had previously made this decision on a tentative basis (BROADCASTING, Jan. 19).

• A court order has been issued for interested parties to appear at the Circuit Court in Lansing, Mich., Wednesday (Jan. 27) to show cause why the account of the receiver of Inland Broadcasting Co. should not be approved and the receiver discharged. Inland Broadcasting, now in the process of dissolution, was the permittee of ch. 54 WTOM-TV Lansing, which has been off the air for the past two years.

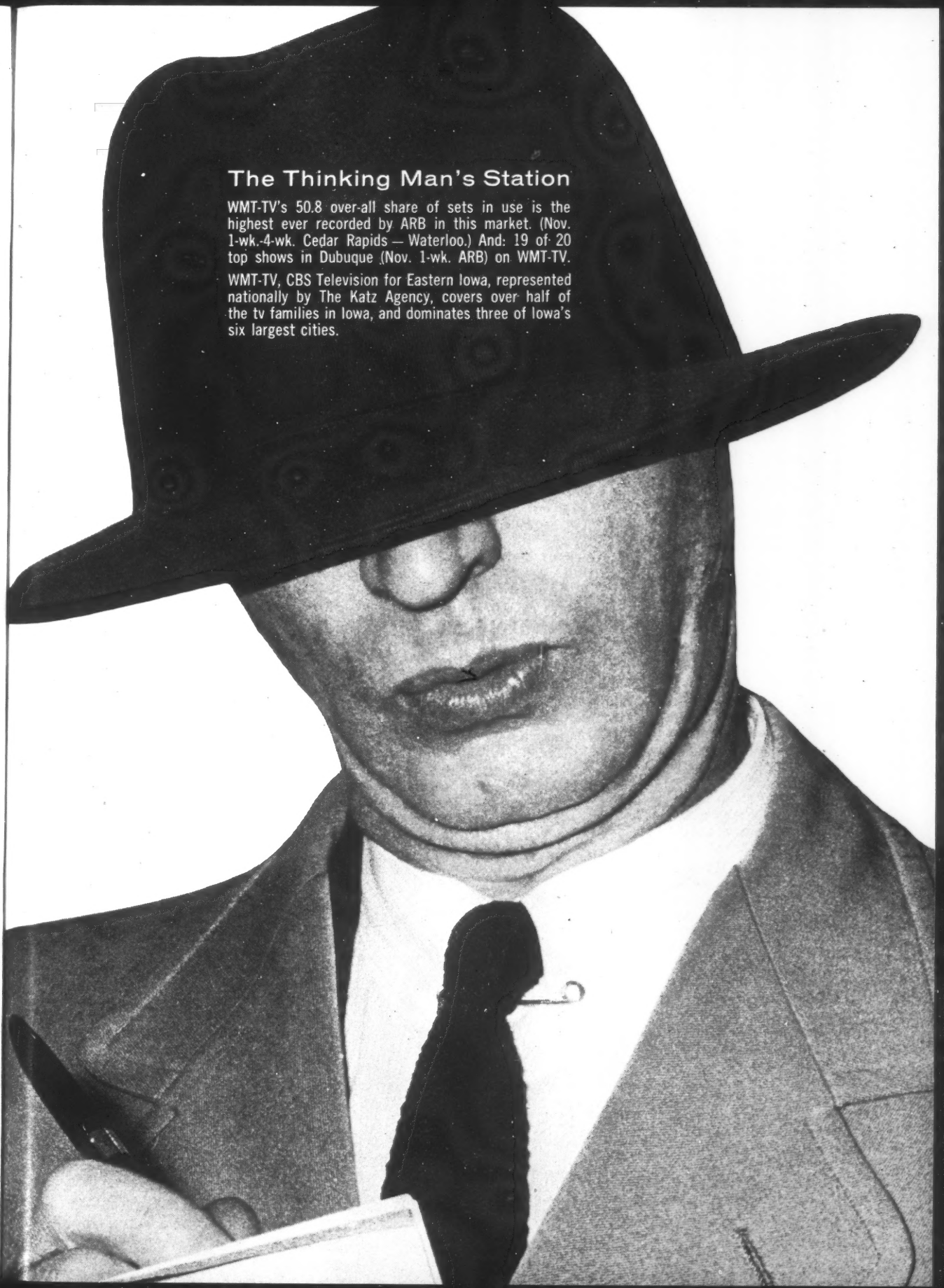
• The FCC last week granted a construction permit for ch. 10 Presque Isle, Me., to WLBZ Television Inc. Mrs. Adeline Rines, owner, also owns WLBZ-AM-TV Bangor, WRDO Augusta and WCSH-AM-TV Portland, all Maine.

• An FCC hearing examiner last week granted the joint petition of L.E.U. Broadcasting Co., The Jet Broadcasting Co. and WERC Broadcasting Corp., all of Erie, Pa., for dismissal without prejudice of their separate applications for ch. 66 Erie. The FCC on Dec. 22, 1958, refused to deintermix Erie, thus making it "economically unsound" for any of the three applicants for ch. 66, in their opinion, to continue consideration of another uhf facility there. Two operating Erie stations are ch. 12 WICU-TV and ch. 35 WSEE (TV).

• The FCC last week advised ch. 13 KSOO-TV Sioux Falls, S.D., that unless it requests a hearing within 30 days, its application for additional time to construct will be dismissed and its construction permit cancelled. A hearing is necessary also, said the FCC, for the KSOO-TV application for equipment, power and transmitter site changes.

• Two regional stations, WPEN Philadelphia and WERE Cleveland, have requested the FCC to amend its rules to enable regionals to increase their current 5 kw power limitation up to 25 kw. WPEN stated that such an amendment is ". . . urgently needed to allow existing and proposed stations located in large metropolitan districts . . . to provide primary service" to their entire districts.

• The FCC has directed preparation of a document looking toward the revocation of the construction permit of ch. 4 KAKJ (TV) Reno, Nev. The Commission's move follows an initial decision of last March wherein a hearing examiner accused the station of ". . . false representations knowingly made."


The Thinking Man's Station
WMT-TV's 50.8 over-all share of sets in use is the highest ever recorded by ARB in this market. (Nov. 1-wk.-4-wk. Cedar Rapids — Waterloo.) And: 19 of 20 top shows in Dubuque (Nov. 1-wk. ARB) on WMT-TV.
WMT-TV, CBS Television for Eastern Iowa, represented nationally by The Katz Agency, covers over half of the tv families in Iowa, and dominates three of Iowa's six largest cities.

GRUSKIN INTO TV PACKAGING

Ex-talent man has finance formula for independents, bypassing bankers

A new company—and a new way of doing business in the packaging of tv shows—was launched last week by veteran talent representative George Gruskin, who left the William Morris Agency two weeks ago after 27 years. For the last 10 of those years he had been co-head of the tv department in New York, and before that had been based in Hollywood as head of radio-tv for the talent agency.

Mr. Gruskin's company, George Gruskin & Assoc., will offer varied services in the talent field, the most important involving creative programming, sales, financing and production arrangements for independent program packagers. It's the latter two areas which involve the most radical departures.

His plans envision a number of independents getting together under the umbrella of Gruskin representation to effect savings in financing, leasing of studio facilities, sharing of writers, producers and directors and mutual assistance in production.

According to Mr. Gruskin, conventional financing arrangements call for the producer going to a banker (banks, networks, other moneyed sources) for the required funds, in return giving the banker 50% of the proposed series. This 50% breaks down into 25% for the pilot, 12½% for interim financing of the series and 12½% for deficit financing and completion guarantee. Mr. Gruskin's arrangement is said to allow independents to cut that financing from 50% to 18¾%.

Of the resultant 31¼% saving, 10% would go into a holding company owned by all the various independents working under the Gruskin umbrella. Each would therefore have an interest in aiding the others, as 10% of the profits of all would go into this common fund. The money pool thus created would be used to arrange for studio facilities and similar items (at a saving over deals the independents might arrange separately) and also be invested in suitable projects.

The other 21¼% of the saving would be used to lure big-name creative talent into the projects. These people (working producers, head writers and directors) would participate on a partnership basis.

Method to Be Utilized • How does Mr. Gruskin intend to arrange the saving in financing? By preselling an anthology series, comprised of new pilots, to a sponsor.

For example, one of the pilots might cost $60,000. Under conventional arrangements all that money would have come from a banker. Under Mr. Gruskin's plan a sponsor would pay, say, $45,000 for the pilot, leaving only $15,000 to be financed.

How do you persuade the sponsor to put up this money in advance? By showing him the actual scripts by top people, the cast he can get for the show, the important names working on it and so forth.

Actually, Mr. Gruskin says, many sponsors did this up until several years ago, when some of the larger firms involved suggested they go back to the radio system—not paying until 10 days after broadcast. The financing costs that went to banks for this money were deducted from program budgets, cutting into the quality of the shows. Mr. Gruskin says that under his system the sponsor—while not paying less in actual dollars for the program—will be getting his full money's worth rather than paying interest on money somebody else has borrowed.

Mr. Gruskin says he has about 30 properties already in the works, most of them already represented by agents like William Morris. He says he will not be in competition with these agents, but rather, will assist them with properties already under their respective roofs. Among the clients are Harlequin Productions (Jerry Stagg, Phil Shuken, and Johnny Greene), Hawk Productions (Jim Heneghan, John Wayne and George Kellner), Sol Lesser Co. and a joint venture of Sol Lesser Co. and the Sidney Box Division of J. Arthur Rank, England.

Gruskin: sees way to hurdle tv money barrier

Gruskin's Track Record • Among the talent and programs Mr. Gruskin has developed and represented with William Morris are the late Bob Burns, Joan Davis, *The Life of Riley*, Groucho Marx, Gale Storm, Burns & Allen, Garry Moore, *Amos 'n' Andy*, *People's Choice* and *Duffy's Tavern*.

Mr. Gruskin said his concept was both alike and different from that of United Artists in the motion picture field. Alike in that he encourages name stars to form their own production firms, different in that where UA put up the financing for those efforts, his job will be to arrange financing from the sponsors.

He said he was not against the "big company" concept, but felt that present-day financing arrangements—favorable to those with bigger bankrolls—were making it difficult for the independent star and creator to get started.

Among the properties he's working on initially are three far eastern series (*Files of the Tokyo Police*, *International Affair* and Richard Tregaskis' *Hong Kong Diary*.) Under his set-up, each would help the other—as when a Hong Kong episode needs footage produced in Tokyo, and vice versa.

Mr. Gruskin's offices will be set up initially in Hollywood and New York, and later in London and Tokyo as well as other cities in the United States.

Radio-BMI talks begin on station licenses

Informal, preliminary discussions of new radio station music licenses from Broadcast Music Inc. were held Thursday (Jan. 22) by representatives of the All-Industry Radio Music License Committee and officials of BMI. More detailed talks are planned today (Jan. 26). The subject is terms for licenses to replace those that expire in March. BMI is expected to offer five-year renewals of the present contracts, which call for fees on a sliding scale up to 1.2% of net time sales (BROADCASTING, Jan. 19).

No further developments were reported in the All-Industry Committee's stalled negotiations for new ASCAP licenses, which appeared headed for court.

SYLVANIA AWARDS
'Alban' takes four out of 30 categories

An original television play, "Little Moon of Alban," won four of the prizes in the 1958 Sylvania Television Awards, which were presented in New York last Thursday (Jan. 22) during the eighth annual ceremonies.

Awards were made in 30 categories for "distinguished achievements in creative television techniques." More than 400 persons attended the presentation dinner at the Plaza Hotel. Don G. Mitchell, chairman of the board of Sylvania Electric Products, presented the awards. Comedian Orson Bean was master of ceremonies.

The complete list of network winners:

Telecast of the year—"Little Moon of Alban" on *Hallmark Hall of Fame* (NBC).
Original teleplay—"Little Moon of Alban" by James Costigan.
Television adaptation—"The Bridge of San Luis Rey" by Ludi Claire for *DuPont Show of the Month* (CBS).
Original comedy writing—"The Beaver Patrol" by John Vlahos for *U.S. Steel Hour* (CBS).
Performance by an actor (star)—Neville Brand in "All the King's Men" on *Kraft Theatre* (NBC).
Performance by an actress (star)—Julie Harris in "Little Moon of Alban" on *Hallmark Hall of Fame* (NBC).
Performance by an actor (supporting role)—Oscar Homolka in "The Plot to Kill Stalin" on *Playhouse 90* (CBS).
Performance by an actress (supporting role)—Maureen Stapleton in "All the King's Men" on *Kraft Theatre* (NBC).
Dramatic program—"Little Moon of Alban."
Light musical program—*An Evening with Fred Astaire* (NBC).
Contribution to serious music—Leonard Bernstein.
Variety program—*The Bob Hope Moscow Show* (NBC).
Comedy program—*The Chevy Show* starring Sid Caesar (NBC).
Special Award—Gillette Co. for continuing to bring the best in sports to the American public.
News and Special Events Program—Explorer launching coverage (NBC).
Special Award—CBS-TV for coverage and presentation of the coronation of Pope John XXIII.
Religious Series—NBC-TV religious series (*Frontiers of Faith, Catholic Hour* and *Eternal Light*).
Documentary program—*The Face of Red China* (CBS).
Documentary series—*The Twentieth Century* (CBS).
Public service series—*Continental Classroom* (NBC).
Children's program—*Art Carney Meets Peter and the Wolf* (ABC).
Exceptional Merit Citation—"Rome Eternal" on NBC's *Catholic Hour*.

The list of local winners:

Educational series—*Camera Three* produced by WCBS-TV New York.
Local children's series—*Captain Puget*, KOMO-TV Seattle.
Local educational series—*The Criminal Man*, KQED San Francisco.
Local public service program—*Open Heart Surgery*, KPIX-TV San Francisco.
Exceptional Merit Citation—WRCA-TV New York for spot news coverage by its reporter, Gabe Pressman.
Exceptional Merit Citation—WPIX(TV) New York for spot news coverage by its reporter, John Tillman.

Winners in special categories:

Non-commercial educational program—*Decision: The Constitution in Action*, National Educational Television Center, Ann Arbor, Mich., and Stephen Sharff Productions.
Special Award—*Adventures in Numbers and Space*, Westinghouse Broadcasting Corp.

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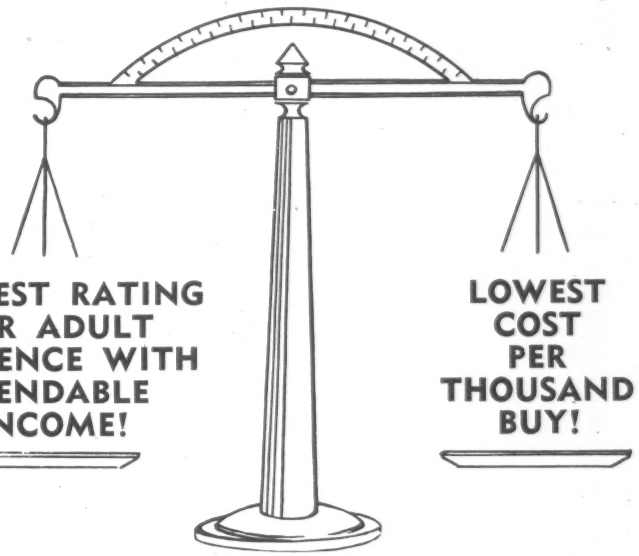
K-NUZ . . . No. 1 in HOUSTON!



74% of K-NUZ Audience is Middle & Upper Income
* Special Pulse Survey (Apr.-May, 1958)

84% of this Audience is ADULT Men and Women
Nielsen (June, 1958)

CONSISTENT TOP RATINGS YEAR AFTER YEAR . . . Still the LOWEST COST per Thousand Homes!

(Sources: Average ¼ hr. rating 6 a.m.-6 p.m. Mon.-Fri., Pulse, Apr.-May, 1958. SRDS One-Time One-Minute Rate for Each Station.)

K-NUZ	**$1.13**
Sta. "A"	$1.36
Sta. "B"	$1.30
Sta. "C"	$2.48
Sta. "D"	$2.53
Sta. "E"	$3.11
Sta. "F"	$1.33
Sta. "G"	$1.59
Sta. "H"	$9.88

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS — AIMS

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

Christophers cite 35 in tv with medallions

The 1958 Christopher tv awards for "having used their God-given talent in a constructive way . . . to inform, inspire and entertain," were presented Jan. 11 to 35 producers, directors, and writers by the Christophers. Cited with the bronze medallion inscribed with the Christopher motto: "Better to light one candle than curse the darkness" were the following:

Producer-director Bob Banner, musical director Harry Zimmerman, writers Bob Wells, Johnny Bradford, Arnold Peyser (Jan. 12, 1958 NBC-TV *Dinah Shore Chevy Show*); producer David Susskind, director Robert Mulligan, writer Ludi Claire (Jan. 21, 1958 CBS-TV *Dupont Show of the Month,* "Bridge of San Luis Rey"); producer-director David Lowe, writer Lu Hazam (Jan. 23, 1958 NBC-TV Smith, Kline & French Labs-sponsored *MD International*); executive producer Mildred Freed Alberg, producer-director George Schaefer, tv writer James Costigan (March 12, 1958 NBC-TV *Hallmark Hall of Fame,* "Little Moon of Alban"); producer Alvin Cooperman, director Richard Morris, writer Jean Holloway (Sept. 12 NBC-TV *Shirley Temple Storybook,* "The Wild Swans").

Also: producer Lowell Thomas Jr., director Jean Philipe Carson, writers Prosper Buranelli and Mr. Thomas (Oct. 8 CBS-TV *High Adventure with Lowell Thomas,* "Alaska"); producer Jacqueline Babbin, executive producer Robert Costello, director William Corrigan, writer Jerome Coopersmith (Nov. 26 CBS-TV *Armstrong Circle Theatre* "SSN 571 Nautilus"); executive producer John Green, producer Bert Shevelove, director Dick Feldman, music director Paul Weston (Nov. 30 ABC-TV *Art Carney Meets Peter and the Wolf*); producer Burton (Bud) Benjamin, writer Norman Borisoff, film editor Robert Collinson, composer Paul Creston (Dec. 14 CBS-TV *The Twentieth Century,* "Revolt in Hungary"); and producer Fred Heider, director Dick Dunlap, writers Harold Flender and David Gregory (Dec. 22 ABC-TV *Firestone Hour*).

SDX nominations due

A deadline of Feb. 1 has been set by Sigma Delta Chi, (Professional Journalism Fraternity), for nominations for its 1959 distinguished service awards in journalism.

Bronze medallions and plaques will be offered for excellence in 15 fields, including radio or tv newswriting, radio reporting, tv reporting, and public service in both radio and television journalism.

The awards will cover the period Jan. 1 through Dec. 31, 1958, and all, except those for public service, are offered to individuals (members and nonmembers) on the basis of work published or broadcast in the U. S.

Nomination forms may be obtained from the director of the Sigma Delta Chi Distinguished Service Awards in Journalism, 35 E. Wacker Drive, Chicago 1, Ill.

Barry, Enright, Noah retain jury immunity

Jack Barry and Dan Enright, producers of the former *Twenty-One* quiz on NBC-TV, last week declined to sign waivers of immunity for prosecution before a grand jury probing quizzes in New York. An associate producer Robert Noah, also refused to sign the waiver.

They were called to testify on alleged fixing on the program. Both Mr. Barry and Mr. Enright had denied any contestants had received answers in advance. The program went off the air in October because of a ratings decline. A producer on the show, Albert Freedman, who was indicted by the special grand jury, awaits trial and is on $1,500 bail on two counts of perjury. The indictment was based on his testimony denying he supplied questions and answers to at least two contestants.

After the trio declared immunity, the jury panel excused them and did not schedule a further appearance. According to the district attorney's office, they had been asked to appear as cooperative witnesses not as defendants.

CBS-TV, military pact

Agreement between CBS-TV and the Office of Armed Forces Information & Education will permit the Dept. of Defense to record for rebroadcast network tv shows on armed forces tv stations and the sound portion on armed forces radio outlets.

In CBS-TV President Louis G. Cowan's announcement last week detailing the pact, the network was pointed up as the first "outside party" to permit such recording for the armed forces. It supplements CBS-TV's former service to military tv stations that made available station-return prints for overseas rebroadcast. In the new service, all direct commercial messages must be deleted by the government. The military is not permitted to broadcast the show in any area that has population in the coverage area of a commercial tv station.

How about ALASKA?

How will your message come through in those faraway spots beyond the suburbs? An ivory tower is a sure road to nowhere! Pre-testing becomes more and more vital as costs grow.

And film makes pre-testing easy . . . lets you use impartial audiences where and when you want . . . lets you test to your heart's content . . . economically!

Actually, film does three things for you . . . 3 big important things:

1. Gives you the high-polish commercials you've come to expect . . . fluff-free . . . sure.
2. Gives you coverage with full pre-test opportunities.
3. Retains residual values.

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Rochester 4, N.Y.

East Coast Division
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New York 17, N.Y.

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130 East Randolph Drive
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6706 Santa Monica Blvd.
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films. Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

Always shoot it on EASTMAN FILM . . . You'll be glad you did!

MANIE'S FRIENDS
Stars to turn out for NBC tribute to Sacks

For 90 minutes on NBC-TV's March 3, Manie Sacks once more will be linked with top tv entertainment.

Perhaps few people did more to supply the mortar in the buildup of tv as a mass entertainment medium than did the legendary Emanuel Sacks, NBC-TV talent-programming executive, whose death from leukemia at 56, nearly a year ago (Feb. 9) saddened scores of stars whose careers he helped.

Liggett & Myers Tobacco Co. (Chesterfield) will sponsor a special memorial tribute, *Some of Manie's Friends*, over the network on March 3, 8-9:30 p.m. Chesterfield's agency is McCann-Erickson, New York.

A number of top stars will appear on the program, among them, Edgar Bergen, Sid Caesar, Rosemary Clooney, Nat (King) Cole, Perry Como, Eddie Fisher, Harry James, Betty Grable, Tony Martin, Dinah Shore, Frank Sinatra, Kay Starr, and Jane Wyman. The special will be produced by Bob Finkel for L&M and McCann-Erickson.

Work for Scale • All stars on the program, as well as the producer, directors, writers, conductors and others were guided and tutored by the late network and recording executive (RCA Victor records). In 1955 Mr. Sacks established the Emanuel Sacks Foundation to finance research in blood diseases at the Albert Einstein Medical Center. As part of the tribute, all people on the show will work at minimum union scale making it possible for Liggett & Myers to donate in excess of $200,000, which is a guaranteed minimum, to the foundation. In addition to the talent fees being turned back, it was reported the network may channel some of the time charges into the fund.

Plans for the program were announced last week by C. Terence Clyne, senior vice president for tv-radio corporate services at McCann-Erickson. He emphasized that the telecast would not be a "fund-raising tv telethon." (During his lifetime, Mr. Sacks and most of his friends made substantial contributions to the foundation.)

The program and turnout of stars was inspired by Mr. Clyne, who also is credited with handling arrangements with Chesterfield, the network and with the talent. Liggett & Myers will preempt the 30-minute Colgate slot for the show at 9 p.m. as the regular 8-9 period is sponsored by the tobacco firm (alternately with RCA).

Yesteryear horseplay: Sinatra feeds Manie

NCAA sets Feb. 3 for tv plan airing

The National Collegiate Athletic Assn. announced last week that its 1959 Television Committee will hold a hearing Feb. 3 in the Conrad Hilton Hotel in Chicago to get suggestions on a 1959 tv plan from networks, advertising agencies and other interested groups, including a subscription television organization.

A spokesman for NCAA said Thursday (Jan. 22) that an invitation to the hearing was sent to Skiatron Tv, developer of a subscription television system. During the 53rd annual convention of NCAA in Cincinnati earlier this month, delegates heard that Skiatron representatives were prepared to meet with the 1959 Television committee and submit a proposal for a specific area of the country.

Officials of Skiatron were not available for comment.

After listening to proposals from all interested parties, the tv committee will formulate a plan for 1959 and submit it to the membership for approval in a mail referendum. In recent years, NCAA has adopted a so-called "limited" tv plan, in order to stimulate attendance at football games not telecast or sold out. The 1958 NCAA schedule was carried on NBC-TV under the sponsorship of the Sunbeam Corp., Gulf Oil Corp., Bayuk Cigars Inc. and Libbey-Owens-Ford Glass Co.

Compete, urges BFA

Formation of a Broadcasting Foundation of America advisory committee to encourage U.S. radio-tv broadcasters to submit programs to international competitions has been announced by BFA.

A foundation spokesman said that in the past, few commercial broadcasters have entered such competitions as Prix Italia or Cannes Festival. Therefore America has not been satisfactorily represented abroad. Committeemen are Edward Stanley of NBC, chairman; John Daly, ABC; Harold Fellows, NAB; Irving Gitlin, CBS; Carl Haverlin, BMI; Romney Wheeler, U.S. Information Agency, and John White, Educational Radio & Television Center.

Further information may be obtained from BFA, 342 Madison Ave., New York 17.

Case for classics

KASI Ames, Iowa, has found a key to tap its local campus market: classical music.

The station's area is divided in two: about 10,000 of the city's population are Iowa State College students and KASI's problem has been to reach this group. A survey made by the station showed that more than 85% of the students had a taste for symphonic music. This led to the birth of *Background*, a whole Sunday afternoon of orchestral programming.

The format was a sellout, with 20 local advertisers signed until June. Success of the format can be gauged by the reaction KASI staffers get as they distribute the printed program of pieces to be played on the week's *Background* to sponsoring stores: "*Background* is the most successful advertising we've done," the Ames Hardware & Music Store commented. ". . . About the cheapest money I've ever spent to get them [students] into my store," is another typical reaction from sponsoring Ames merchants.

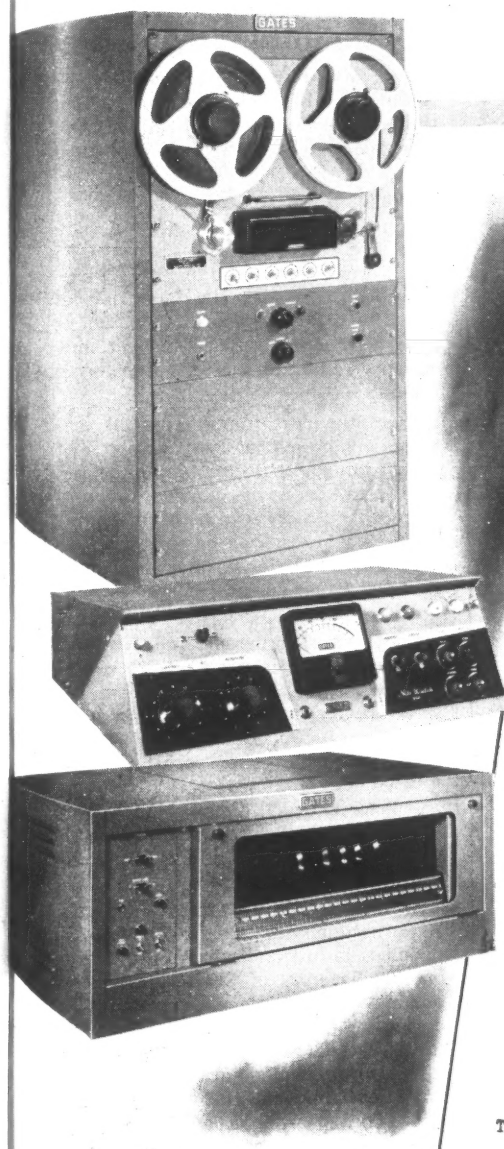
N.Y. cherche la femme

New York politicians and police unsuccessfully sought names and facts from CBS Radio, Ed Murrow, *et al.*, after last week's broadcast of the network's report on prostitution in business (BROADCASTING, Jan. 19). They were spurred on by some newspapers' banner headlines on the broadcast, and press statements that the issue was the "most important matter facing the police today."

Mayor Wagner's office issued a statement the day after the broadcast saying that he was shocked to hear that such a condition existed, but that if it did, his administration would go after it. District Attorney Frank Hogan and First Deputy Police Commissioner Kennedy both sought to get the names of program participants from CBS and Mr. Murrow, but failing in that, set up a special phone and encouraged anyone with evidence to let them know.

"NITE-WATCH...IS ONE OF THE BEST INVESTMENTS WE HAVE EVER MADE..."

SAYS TED NELSON OF KFEQ-AM AND KFEQ-TV



TED NELSON
VICE PRESIDENT

KFEQ BROADCASTING CO.
KFEQ-TV · KFEQ-AM
ST. JOSEPH, MISSOURI

November 17, 1958

Mr. John R. Price
Gates Radio Company
Advertising Director
Quincy, Illinois

Dear Mr. Price:

We have your inquiry of November 13 concerning the Nite Watch Unit and rather than simply fill out your form, I am sending this letter to bring you up to date on our experience with the unit. You have our permission to use any part of this letter in your advertising or promotion as you see fit.

The unit that we have does everything that Gates has claimed for it and we feel that as we get to know the unit better, we will find ways to use it that will make it an even more versatile tool. We bought it because of the things Gates said it would do and it is more than satisfactory. To try to tell you the one thing we like best about the Nite Watch is not practical for it does many things and we like the overall performance and the whole job.

We now use Nite Watch to program four (4) hours each day and very frankly I doubt very much if anyone could tell when we're running on Nite Watch and when we're running live. The principle difference is that Nite Watch doesn't make mistakes since we have the advantage of previewing every sentence before it goes on the air.

The tape recording equipment which is with the unit is of excellent quality and we feel that it is equal to or better than the comparable equipment sold under other brand names.

There is no question but that Nite Watch has been a great benefit to our operation and we feel that it is one of the best investments we have ever made in equipment.

Very sincerely yours,

Ted Nelson

TN:ps

The new Gates Nite-Watch Automatic programming system provides up to 7½ hours of continuous programming. Three basic requirements are supplied as a complete package with Nite-Watch: (1) production console, (2) tape control unit (a top grade tape recorder/playback mechanism of advanced professional design), and (3) the 100 record (up to 200 plays, both sides) 45 RPM automatic cueing transcription changer. This transcription unit may be operated, when not automatically programming, as a Gates Auto-Trans by purchasing an inexpensive remote control operations box. All 45 RPM records may then be pushbutton started with assured automatic cue-up.

Write today for 8-page brochure describing each outstanding feature of this new automatic programming system—yours for the asking.

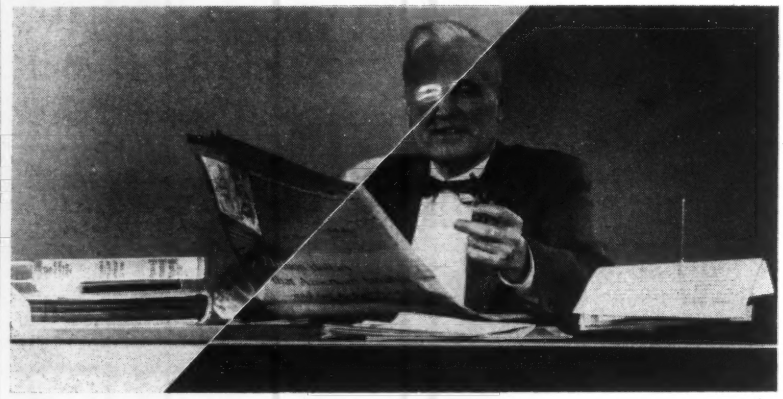
GATES

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY — QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

OFFICES — NEW YORK - WASHINGTON, D. C. - HOUSTON - ATLANTA



Negative and Positive...

So that your records will be more accurate, we thought we should point out that SEVENTH-DAY ADVENTISTS should not be confused with other groups.

Seventh-day Adventists **ARE NOT**

Jehovah's Witnesses, who hold meetings in Yankee Stadium, are earnest workers with the *Watchtower.*
Latter-day Saints, who have the beautiful temple at Salt Lake City and the famed tabernacle choir.
Christian Scientists, who publish the respected *Christian Science Monitor.*

Seventh-day Adventists **ARE**

A conservative, Christian church of Protestant origins, best known for:

1. Worldwide education, missions, and philanthropic programs—more than 5,000 schools, at work in 185 lands.
2. Hospitals (102) in many countries, medical service in remote and needy areas. Civil defense, rescue activities. Service to all without distinctions of race or creed.
3. A definite health-education program. Contributing to a better life now, presenting a Christian message of hope based on the promised return of Christ—at a time unknown to man, but relatively near.

For a free, leatherette-bound, tab-indexed INFORMATION FILE on the Seventh-day Adventist Church, write:

Seventh-day Adventist Information Services

★

WORLD HEADQUARTERS:
Washington 12, D. C.
RAndolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
JUdson 6-2336 • Helen F. Smith

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

IMN-PACT WITH THE INTER MOUNTAIN NETWORK

Intermountain Network Affiliate

KLIX

Twin Falls, Idaho

is NUMBER ONE*

In the Fabulous Magic Valley

* Pulse—Feb., 1958

HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

'IMAGE RUSSIA'

NBC Radio series documents Soviet life

An intra-mural joke making the round at NBC last Wednesday went something like this: "Well, if we can't give them sex, we'll at least give them Russia."

The quip was an obvious reference to the highly-controversial and well-publicized documentary on sex on CBS Radio last Monday (Jan. 19), which preceded by a day the launching of NBC Radio's exhaustive examination of a perhaps more prosaic—but certainly equally significant subject — the Soviet Union.

Over the next four weeks, the network will present at least 30 hours of programming, exploring various phases of life in the Soviet Union. The program, titled *Image Russia* (Mon.-Thurs., 8:35-10 p.m.) is one of three or four extensive radio documentaries planned by NBC Radio during 1959.

Albert L. Capstaff, director of NBC Radio network programs and executive producer of the series, last week told BROADCASTING that planning for the series began more than three months ago when a special staff was assembled for *Image* from other departments of NBC Radio. It consists of Mr. Capstaff and Peter Lassally, director; Alice Wallace and Bill Bales, writers; Doreen Chu, feature coordinator and Lily Weiler, research associate.

In the Past Three Months • The staff so far has interviewed more than 500 individuals in order to amass information on specific areas of Soviet life and to obtain tapes of well-known persons to be used on the program series. The staff, Mr. Capstaff said, has tracked down rare recordings of many Soviet leaders, including Lenin and Stalin. An authentic audio background, including the actual sounds of traffic in Moscow, a beach party at a Soviet resort, the circus and the Bolshoi Ballet, will be integrated into the programs.

Mr. Capstaff noted that the undertaking is not a modest one, financially speaking. He estimated that the budget would run about $10,000 per week (this does not cover the activities of NBC News department abroad or its public affairs department in behalf of *Image Russia).* Above and beyond this, Mr. Capstaff pointed out, NBC Radio stands to lose about 25% of the commercial time on *Nightline,* which *Image Russia* pre-empts. The remainder of *Nightline* advertising will be shifted to other time periods or carried in station-break time on *Image Russia,* which is

not being offered for sale to stations.

The staff encountered the "usual" difficulties in obtaining tapes for the program, according to Mr. Capstaff. Though the project has the cooperation of such broadcasting agencies as the United States Information Agency, Radio Free Europe and Radio Liberation, more than 75% of the tapes for the series will be "fresh and never before heard on radio," the executive producer emphasized. Among the voices to be heard will be those of Soviet Ambassador Mikhail Menshikov; industrialist Cyrus Eaton; Mrs. Eleanor Roosevelt; newspapermen Harrison Salisbury and Eddy Gilmore; John Gates, former editor of the *Daily Worker*, and many others.

The program's format makes use of commentator-columnist Bob Considine in the role of an "authenticator." As the various program participants make comments or unleash charges, it is Mr. Considine's function as "authenticator" to "see that the various opinions and information presented are given their proper perspective, regardless of the reputation of the persons making the statements."

Mr. Capstaff observed that *Image* is a flexible series and the last quarter-hour segment of each program will be kept "open" for possible news developments relevant to the series. He added that *Image* may run more than the four weeks planned, if circumstances dictate an extension.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

NBC-TV

Jan. 26-30, Feb. 2-4 (2-2:30 p.m.) **Truth or Consequences**, participating sponsors.

Jan. 26-30, Feb. 2-4 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

Jan. 26 (7:30-8:30 p.m.) **Bell System Science Series**, Bell Telephone through N. W. Ayer.

Jan. 26, Feb. 2 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell

Jan. 27 (8-9 p.m.) **George Gobel Show**, RCA Whirlpool through Kenyon & Eckhardt.

Jan. 28, Feb. 4 (8:30-9 p.m.) **Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

Jan. 28, Feb. 4 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson.

Jan. 28 (10-11 p.m.) **An Evening With Fred Astaire**, Chrysler through Leo Burnett.

Jan. 29 (9:30-10 p.m.) **Ford Show**, Ford Motors through J. Walter Thompson.

Jan. 29 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

Jan. 30 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

Jan. 31 (8-9 p.m.) **Perry Como Show**, participating sponsors.

Feb. 1 (7:30-8 p.m.) **Music Shop With Buddy Bregman**, sustaining.

Feb. 1 (8-9 p.m.) **Steve Allen Show**, Polaroid through Doyle Dane Bernbach, Greyhound through Grey and du Pont through BBDO.

Feb. 1 (9-10 p.m.) **Chevy Show**, Chevrolet through Campbell-Ewald.

Feb. 3 (8-9 p.m.) **Eddie Fisher Show**, Liggett & Myers through McCann-Erickson.

Rochester, N.Y.'s Newest "D.J."

Until recently, King of the American Forces Network In Europe! NOW On WHEC!

JACK FRIEL

He wowed 'em in Munich! He thrilled 'em in Paris! He was a sensation at the Brussels World's Fair! Now he brings his vast talents and winning personality to WHEC for the delight of listeners and sponsors alike! Every weekday . . .

3:05 to 6:00 P.M.

WHEC

Basic CBS In Rochester!

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

NTA announces profit as stockholders meet

The net profit of National Telefilm Assoc., New York, for the first fiscal quarter ended last Oct. 31 amounted to $1,364,887, equal to $1.24 per share, Ely A. Landau, board chairman, told the company's annual stockholders meeting in New York.

Mr. Landau noted significantly that the profit included a capital gain of $1,144,756 net applicable expenses and taxes, equal to $1.04 per share, resulting from the sale of NTA's contract to purchase Associated Artists Production's stock. Net operating income for the quarter amounted to $220,131, or 20 cents per share, as compared with net operating income of $269,577, or 26 cents per share, in the previous fiscal quarter.

Oliver A. Unger, NTA president, told stockholders that the company has acquired a group of 39 British-produced pictures for release to tv in the U.S. He said the majority of the films were produced after 1948. Included in the group are "Last Holiday," with Alec Guiness; "No Place for Jennifer," with Leo Genn; "Laughter in Paradise," with Alistair Sim; "So Little Time," with Maria Schell and "Angels One Five," with Jack Hawkins.

Telestar Absorbed

Bernard L. Schubert Inc., New York, which has produced filmed tv programs for distribution by Telestar Films Inc., New York, will now release films to stations and advertisers under the Schubert name.

Bernard L. Schubert, president of both companies, reported last week that Schubert Inc. has absorbed Telestar Films with the purchase of all Telestar shares. Branch offices and personnel of Telestar, he said, have been placed under the supervision of Schubert Inc. and an election of officers and directors will be held shortly.

Mr. Schubert said that his company is in the midst of an expansion program, having established a branch office recently in Mexico. Schubert already has representatives in England, Venezuela, Canada and Australia. By March, he added, Schubert Inc. will be distributing 78 new half-hour tv films and a new package of 26 post-1948 feature films. In May, Schubert will release a new half-hour tv series, *Counterspy*.

Ready-to-air opinion

Formation of a new service to supply daily editorials for radio and television stations is being announced today by William F. Brooks and A. Maxwell Hage. The company is Brooks - Hage Services Inc., 252 E. 50th St., New York 22; telephone Plaza 9-8179.

Cartoon contract • Synchro-Vox, a new method of synchronizing sound to cartoon characters is used in *Clutch Cargo*, a tv series bought for Triangle Stations by (c) General Manager Roger Clipp. With him at the signing were (l) Les Anthony, representative for the series' distributor, George Bagnall & Assoc., Beverly Hills, Calif., and George Koehler, station manager, WFIL-TV Philadelphia, Triangle oulet.

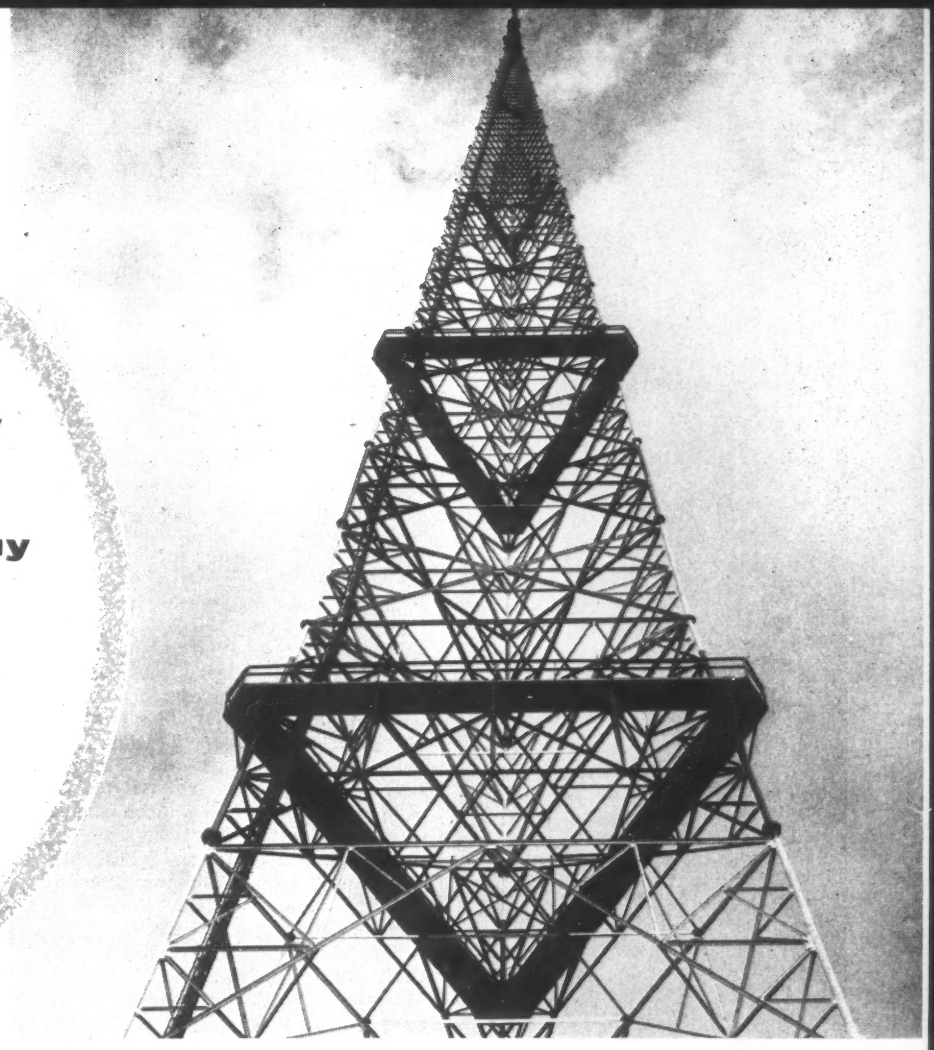
The daily editorial scripts will be prepared by some 15 correspondents of worldwide reputation and will be nonpartisan and factual, the announcement said, adding that the service will be "wholly supported by radio and television stations." It is set to start Feb. 2, with daily scripts delivered by air mail seven days a week, exclusive to one station in each city.

Mr. Brooks, chairman of the editorial board, was an AP reporter, editor and executive for 14 years, executive editor of *Forbes* magazine for two years, and NBC news and special events vice president for 10 years. Mr. Hage has served on the *New York Daily News* and its WPIX (TV) New York, was director of special radio services for United Press and news editor of both NBC and Mutual.

More space at MGM-TV

As part of Metro - Goldwyn - Mayer plans for increased film production, (BROADCASTING, Jan. 19), the studio is modernizing Stages 16 and 19 "to keep pace with expanded motion picture and tv production schedules." Each stage will be divided into two, increasing MGM's total available stages from 25 to 27. Latest equipment will be featured.

839' self-supporting tower for WBNS-TV, Columbus, Ohio, supports RCA TF 12 AH antenna. Two outside platforms give easy access to microwave equipment.



Reasons why "It's good business to buy from an experienced tower company"

Look as long and as hard as you will at this tower—or the hundreds of others by Dresser-Ideco, serving broadcasting stations all over the country—and you just won't be able to see that really unique "something" that makes every Dresser-Ideco tower different from towers of any other make.

But there are many very real differences which add up to a safer tower, with lower maintenance costs than you'll find in other towers on the market.

For example:

Dresser-Ideco uses *structural rib bolts* for connections throughout each tower. These bolts are specially designed to stay tight as the tower moves and vibrates in the wind. They won't work loose as other types of bolts tend to do, won't allow the tower and antenna to slip out of alignment.

Dresser-Ideco engineers *plan the layout* for the installation of broadcast equipment and supply detailed equipment installation drawings to the erection contractor. Long-experienced Dresser-Ideco tower engineers know this step in the erection process should not be left to extemporaneous "fitting up" on the job.

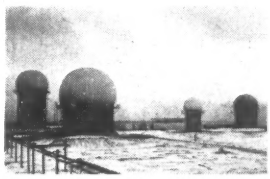
Complete final inspection is given every Dresser-Ideco tower by a field engineer, who makes certain that erection and equipment installation is carried out in accordance with the designer's specifications. Here again, experienced Dresser-Ideco tower builders know this final step is necessary to insure that you get a completely safe and satisfactory tower.

Just 3 examples . . . 3 details among many . . . that serve to illustrate the careful planning and attention to detail that goes into every Dresser-Ideco tower and that serve to illustrate why we think you'll agree "it's good business to buy from an *experienced* tower company."

So when your new tower is in the offing . . . look to experience you can believe in and results you can see. Better than 50% of *all* TV towers over 1,000 feet tall are towers by Dresser-Ideco . . . *twice as many* as the second tower company's total . . . *more* than all the rest of the tower companies combined.

Put Dresser-Ideco's unparalleled 38-year record of tower experience to work for you . . . write Dresser-Ideco, or contact your broadcast equipment representative.

Write for this new Dresser-Ideco Tower Catalog T-57—the first complete broadcast antenna



Radar Towers on the DEW line in northern Alaska—designed and fabricated by Dresser-Ideco. Keeping pace with the rapidly developing needs of radar and microwave — helping the broadcast industry meet its expanding needs — these are the challenges that keep Dresser-Ideco's thinking fresh and "alive", now and in the years ahead.

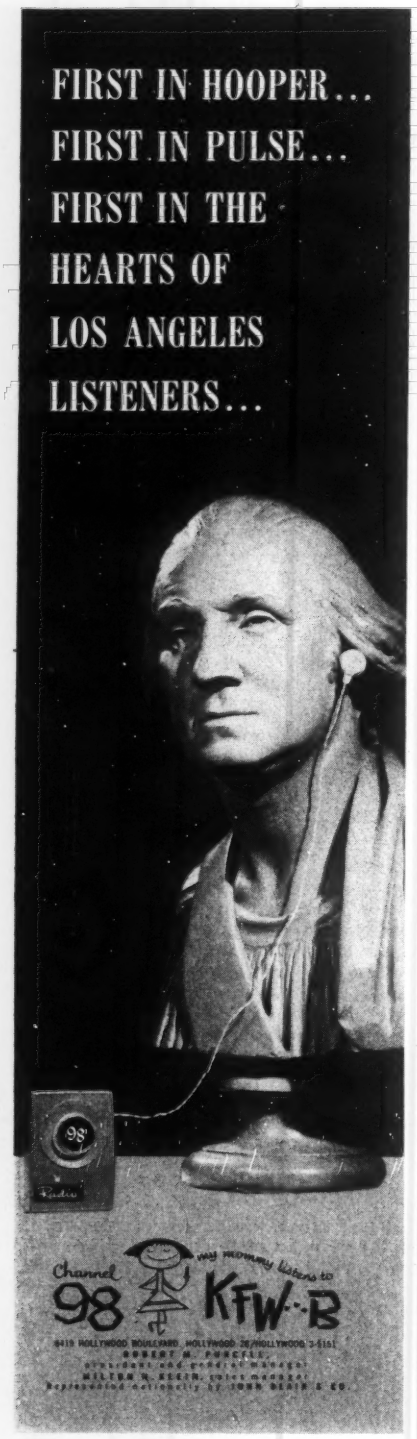
Dresser-Ideco Company

ONE OF THE DRESSER INDUSTRIES

TOWER DIVISION, DEPT. T-83, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

DRESSER IDECO — ONE OF THE DRESSER INDUSTRIES

Branch: 8900 S. Vermont Ave., Los Angeles 44, Calif.



GOP may bypass L.A. to networks' dismay

Republicans last week put off making a decision on a site for the GOP national presidential nominating convention of 1960 until late February or early March.

Meanwhile, the Democrats' site committee meeting in New Orleans, announced last week (Jan. 18) that it would recommend Los Angeles as a site for the Democrats' convention when the national committee meets in Washington Feb. 27-28. Although national committee approval usually is a formality, national committeeman Jacob Arvey said he would campaign for his hometown, Chicago, as a site.

GOP National Chairman Meade Alcorn said Tuesday (Jan. 20) during the Republican national committee meeting in Des Moines that Republicans will decide on a site "independently of what the Democrats have done." He added that "the television and radio folks are not going to like our decision." The radio-tv networks and other broadcasters who will cover the 1960 presidential conventions have campaigned to get both parties to select a common site to avoid the confusion and expenses of moving men and equipment from one city to another for both conventions (BROADCASTING, Jan. 19; Dec. 8, 1958).

Sig Mickelson, vice president in charge of CBS News, and William R. McAndres, NBC's vice president for news, both made pleas at the Des Moines GOP meeting that both parties get together to select the same city. Cities competing for the GOP choice are Chicago, Philadelphia, Los Angeles, San Francisco, New York and Miami Beach.

Among reasons the Democrats' site committee selected Los Angeles were reported to be a $350,000 cash offer plus other features and that city's new sports arena, expected to be completed in May, and seating 17,000 it is described as "the Madison Square Garden of the West." The arena will have a floor 300 by 160 feet, a 70-foot ceiling height with no pillars obstructing the view, radio-tv and other news facilities and air-conditioning.

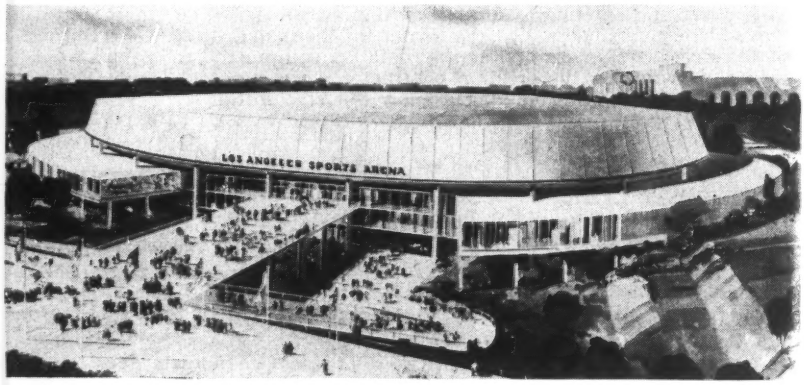
In addressing the GOP group last week, Mr. Mickelson said he realizes the national political committees can't be expected to pick sites on the basis of expense to networks alone, but that networks feel they can do a better coverage job if both conventions are held in the same city. If both groups do select different cities, Mr. Mickelson said, then the networks will ask that they schedule their respective conventions to allow a two-week period for the networks to complete their move of men and equipment from one city to another.

GOP eyes tv series

The Republican National Committee meeting in Des Moines last week discussed putting the GOP campaign on a year-round basis with a weekly (Sunday) television program which would cost a yearly $800,000 to $1 million. A monthly magazine also was considered.

Chairman Meade Alcorn said GOP leaders already had discussed such a program. It was presented to the full national committee Thursday (Jan. 22). He said President Eisenhower has indicated he is a favor of such a tv program.

Mr. Alcorn said the program would serve as a forum for discussion of current issues by such GOP leaders as Vice President Richard M. Nixon, Cabinet officers, Gov. Nelson A. Rockefeller of New York and other state chief executives.



Los Angeles trump: sketch shows where Democrats will make nominating news in 1960.

PHILCO TV Microwave

Provides Maximum System Reliability for Unattended TV Relaying!

Here is a completely modern microwave system . . . especially designed to meet the needs of community TV operators for thoroughly dependable operation.

Philco television microwave systems provide economical transmission of NTSC compatible color or monochrome TV signals . . . plus full audio . . . for relaying "off-the-air" television programs over both short and long distances with excellent picture quality and reliable performance.

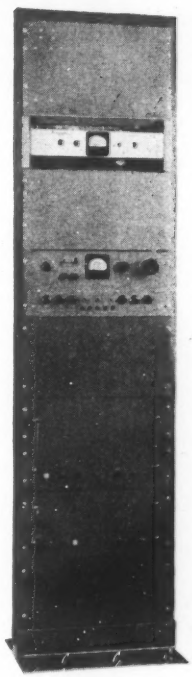
Only Philco's TLR microwave system provides *true* multihop operation for extremely long hauls. Heterodyne relay equipment . . . a *true* repeater . . . contains advanced circuitry exclusive with Philco. This true repeater has been field proven in systems up to 15 hops.

All components of the TLR system mount in standard 19" racks. Heavy duty power supplies provide 1 full watt output to insure outstanding unattended service. Unitized circuit construction simplifies maintenance. Built-in test, metering and alarm circuits combine with automatic stand-by to assure continuous operation.

Performance satisfaction of your Philco microwave system is assured by Philco's thorough, personal service available on a turnkey basis, which includes . . . site surveys, system planning, complete installation and preventive maintenance.

Philco engineers will be happy to help you with your particular microwave requirements. Please contact us for further information. Look ahead . . . and you'll choose Philco.

- **Highly *reliable*, unattended one-watt operation**
- **Field proven in extended multihop applications**
- ***True* repeater permits top quality, long haul operation**
- **Highest power in the industry**
- **Full voice channel multiplexing**
- **Philco offers complete turnkey service . . . surveys . . . installation . . . maintenance**



TLR-6 TRANSMITTER

Write for catalog sheets which describe the Philco TV Microwave System.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering.

PHILCO®

Government & Industrial Division
Philadelphia 44, Pennsylvania
In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

Look who's advertising on TV now!

Local businessmen – most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For tape cuts production costs to ribbons – brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

Program notes

• Screen Gems Inc., N.Y., reports that *Rescue 8*, half-hour tv film series, has been sold in a total of 42 markets, with latest sales in Baltimore, Minneapolis, Kansas City and Oklahoma City.

• MGM-TV, N.Y., has sold *Our Gang Comedy* films to WSB-TV Atlanta, KFJZ-TV Fort Worth, KUTV (TV) Salt Lake City and KCIX-TV Nampa, Idaho; portions of the MGM feature library to KRTV (TV) Great Falls, Mont.; KSPR-TV Casper, Wyo. and KFDM-TV Beaumont, and John Nesbitt's *Passing Parade* to KEYT (TV) Santa Barbara and WSB-TV Atlanta.

• Forecast of future events, combining a system of speculative analysis with present facts and figures, is being offered for syndication by Frank Freeman Radio Features, Davenport, Iowa. Titled *Prediction*, the daily five-minute series ranges from future inventions to the fates and fortunes of motion picture stars and economic or political events. Sample show, rates and brochure are available from the company at P. O. Box 742, Davenport.

• Ziv Television Programs, N.Y., announces the completion of a group of regional sales on its *Cisco Kid* series, covering total of 25 markets. Advertisers are Dan-Dee pretzels and potato chips, Cleveland, for 12 markets in the Ohio-Pennsylvania area; Piggly Wiggly supermarkets for six North Dakota cities and the Eddy Bakeries Div., General Baking Co., nine Idaho markets.

• Hal Tate Productions, Chicago, announces sale of *Who's Talking* telephone personalities quiz show to WCAE Pittsburgh; WBNS Columbus, Ohio; WGR Buffalo, N.Y.; WFEC Miami and WTTB Vero Beach, both Florida; KDTH Dubuque, Iowa; KRUX Phoenix, Ariz.; KSUE Susanville and KWTC Barstow, both California. Tate firm supplies stations with voices of over 100 celebrities used in telephone quiz programs conducted by local announcers, and has expanded to larger quarters in Ogden Bldg., 192 N. Clark St.

• Fremantle International Inc., N. Y., has reported that total sales in December 1958 amounted to $218,000, said to be a 300% increase over the December 1957 figure. Contributing heavily to the December sales was the 52-week purchase by Cervesaria Cuauhtemoc (Mexican beer) of three Spanish-dubbed series, *Have Gun, Will Travel, The Whistler* and *San Francisco Beat.*

• United Artists has been awarded $50,819 ($32,819 damages, plus $18,000 attorneys' fees) in judgment against Charles Weintraub and Quality Films over the release of four UA films to tv allegedly without authorization, according to ruling of Judge Thurmond Clarke of U.S. District Court in Los Angeles. Pictures are: "Don't Trust Your Husband," "Cover Up," "Without Honor" and "Almost a Bride" (originally "A Kiss for Corliss").

• WGN-TV Chicago is offering 6,800 area school teachers opportunity to watch themselves on television during courses on reading and language arts—thanks to Ampex Corp., videotape recording facilities. Teachers receive instruction from other teachers in afternoon tv sessions (with about 20% signed up for credit), and are enabled to watch Ampex vtr-telecast every morning, 8:15-45. Project is joint effort of WGN-TV, Chicago board of education and Chicago Teachers College, with station donating equivalent of $70,000 grant in time charges and production costs over 36-week period.

• Film-O-Radio Enterprises, Hollywood, announces plans for three tv series based on the Bible, music and sports. Fifty-two week series of Bible stories and 30-minute musical series on film will go before the cameras shortly as Film-O's initial tv productions, announced President L. Milton King. A sports series is in final stages of planning, added Mr. King, who has named Kroger Babb as general manager. Miss Chelle Janis has been appointed executive assistant and O. L. Bosserman, secretary-treasurer. Film-O's address is 6357 Selma; telephone, Hollywood 4-2194.

• Twin States Bcstg. Inc., licensee of WFBM-AM-TV Indianapolis, has acquired a 10-year franchise with the Muzak Corp. to distribute Muzak's planned music service in central Indiana.

• MCA's Tv Film Syndication Div., N.Y., reports the initial sale on its new half-hour series, *SA 7*, to the American Tobacco Co. (Lucky Strike cigarettes), N.Y., for 34 markets, largely in the eastern part of the U.S. Agency: BBDO, N.Y. Series deals with the activities of a special agent in the Dept. of Internal Revenue.

• British Information Services announces a new catalogue of free tv films for distribution in the U.S. Most of the films are shorts. They deal with various cultural, scientific and historical aspects of life in Britain. The service maintains 12 offices in the U.S. with branches in San Juan and Honolulu. Alaska is served via its Seattle bureau. These films supplement BIS product now distributed by Sterling

We taped
Ramblers
Doug Elleson, Program Manager
KRON-TV, San Francisco
"We taped a whole series of Rambler spots at one time for local Nash dealers. Accurately timed, error-free, easily scheduled commercials, with a 'live' look at less than live cost, impressed both client and agency."
AMPEX
CORPORATION
934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

Television Cc., Screen Gems, and others.

• Faillace Productions (radio-tv jingles, musical backgrounds for commercials), N. Y., from 35 E. 35th St., to new quarters at 59 E. 54th St.

• Encyclopaedia Britannica Films Inc., Willmette, Ill., appoints Fremantle of Canada Ltd. to handle distribution of EB films in Canada, effective immediately.

• Jaguar Productions, owned by Alan Ladd, and Aaron Spelling's Caron Productions have joined forces to produce two tv series: *Box 13*, adapted from the radio series about a writer and a private detective in which Mr. Ladd was starred, and a World War II series, *Third Platoon*. Mr. Spelling, executive producer of both series, has completed a pilot script for *Box 13* and is now casting it.

• CBS Newsfilm announces new subscribers: KDKA-TV Pittsburgh, WTEN-TV Albany, WHCT (TV) Hartford, and two overseas news agencies—*Telewizja Warszawa*, Warsaw, and *Schweizerische Rundspruch*, Zurich, Switzerland.

• A 30-minute film strip showing Albert Schweitzer and his work has been made available by The Albert Schweitzer Fellowship, 156 Fifth Ave., N.Y. The strip, in color, contains 100 pictures and is available with commentary for $25, and with commentary and a 12" two-sided long playing record with remarks by photographer Erica Anderson, for $30.

• Herbert B. Leonard, producer of Wilbert Productions' tv series, *Rescue 8*, is offering cash awards to firemen around the nation who submit factual rescue stories which can be used on his adventure series for Screen Gems, Hollywood.

• WTTW (TV) Chicago, non-commercial educational station, has gone into limited live tv drama production with the cooperation of Video-Stage '59, a subsidiary of a local theatrical organization. The station and parent Stage '59 jointly sponsored a national competition for new television scripts, three of which were selected for local tv production. The first, "Puzzle in the Park" written by New York actor-playwright Buck Zuckerman (professional name: Buck Henry), was to be performed on WTTW last Friday (Jan. 23).

• B&C Recording Inc., Westbury, N. Y., has moved into new 12,000 foot addition to its plant at 100 Grand Street. Addition is designed specifically for making of phonograph records.

PLAYBACK QUOTES WORTH REPEATING

Consumer Spending

An over-all look at the U.S. economy and the role advertising and marketing must play in order to raise our sights for a target of some $330 billion or more consumer expenditure by 1960 was presented Thursday (Jan. 22) to the New York chapter of the American Marketing Assn. by Dr. Arno H. Johnson, vice president and senior economist, J. Walter Thompson Co. He touched on the advertising approach:

"While both industry and services have an opportunity for substantial growth in their markets, they face greatly increased competition. With the increased share of the consumers' income in the form of *discretionary* spending power, competition for the consumers' choice is broadened. It goes beyond just brand versus brand or competing services within a classification. It will include competition between whole product classes or with entirely different interests and services such as travel.

"To sell the volume of goods and services necessary to support a $700 billion level of production in 1969 could well require from $17 billion to $22 billion of total advertising — or nearly double the present. That would represent between 4% to 5% of the standard of living, measured by personal consumption of $435 billion.

"In its educational influence advertising expands *total markets* as well as speeds up the sales and turnover of recognized brands.

"Advertising has become an important stimulus to our expanding standard of living, and as a part of increased selling and educational effort it can play an important role in making possible our reaching a goal of a 50% increase in the standard of living within the next ten years.

"This need for increased advertising becomes more apparent with the rapid changes in the character of our population—with the changes in age structure, education, reading habits, tv and radio saturation, and mobility."

A prizewinner's punch

Dr. Robert M. Hutchins, former president of the U. of Chicago and now president of The Fund For The Republic, warned Wednesday (Jan. 21) that U.S. survival hinges on the maximum in education.

Dr. Hutchins spoke at a dinner at the Commodore Hotel in New York where he received the $1,000 Sidney Hillman Foundation award (for meritorious public service). Twice Dr. Hutchins focused on mass media, specifically broadcasting, and cited a "failure of the FCC and Congress to develop any concept of the public interest, convenience and necessity." His suggestion for media appraisal:

". . . As automation advances, as new sources of energy are applied in industry, as the hours of labor decline, we have the chance to become truly human by using our new and disturbing leisure to develop our highest human power to the utmost. . . .

"A dozen years ago the Commission

Hutchins: periodic media appraisal needed

on the Freedom of the Press recommended the establishment of a continuing independent agency, privately financed, to appraise and report periodically on the performance of the media.

"Everything that has happened since, and especially the use of the most marvelous electronic methods of communication for the communication of triviality, to give it no harder name, makes the adoption of this recommendation more urgent every day. . . ."

Know your customers better

Much waste in advertising can be attributed to the tendency of advertisers to forget their public is not like them in income and education, Kevin B. Sweeney, RAB president, told the Knoxville Ad Club last week. He said:

"In the world where most advertising and sales planning is done we tend often to forget that half of the families in this country have lower annual income than the lowest-paid outside salesman we know. We forget that our secretaries make more money than the total family income of over one-third of families.

"We forget that half our prospects can't read well unless you consider the reading ability of your sixth grader good."

SUCCESS STORIES

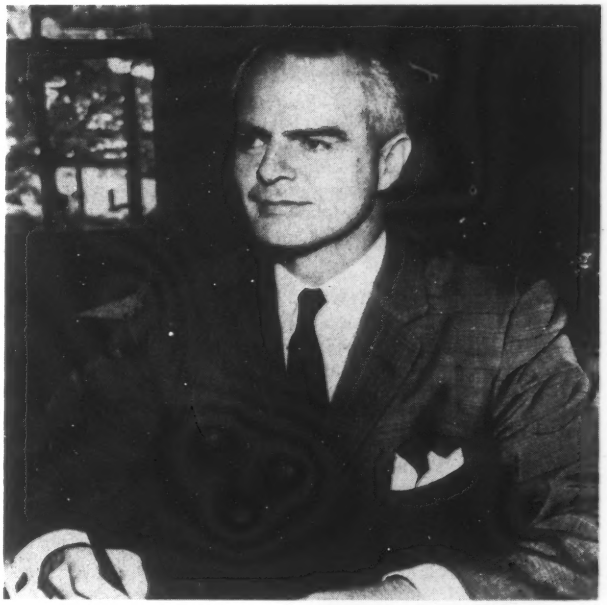
One of a series of salutes to successful Radio and TV stations across the nation ...and to the Northwest School graduates who have contributed to their success.

KGU

HONOLULU, HAWAII

KGU went on the air on the evening of May 11, 1922 as Hawaii's first radio station ... the 32nd licensed in the United States. KGU with 10,000 watts serves a market area of nearly 600,000 persons living on the six populated islands of the Hawaiian chain. KGU has been the voice of NBC in the Pacific for over a quarter of a century. Owned and operated by the Advertising Publishing Company, Ltd., publishers of Honolulu's morning daily, KGU has been under the same ownership since its founding. In a field of ten radio stations KGU ranks first both in income and sponsors served.

GENE GOOD



WILLIAM O. PAINE, VICE PRESIDENT & MANAGER

William O. Paine, Vice President & Manager, had this to say about Gene Good, a Northwest Schools graduate. "Gene has proven himself a valuable asset at KGU not only in his capacity of Sports Director but Gene's training has been so varied that he is able to step in and capably handle any assignment whether it's broadcasting from the atom-powered Nautilus over 300 feet below the ocean's surface or breaking the sound barrier at 40,000 feet in a jet plane. In addition to over 250 play-by-play broadcasts annually, Gene Good is MC of KGU's famed "Breakfast At Waikiki," and his friendly voice is heard on the offport broadcasts from the Lurline and Matsonia greeting Hawaii's visitors. Production techniques learned at Northwest Schools have enabled Gene to serve as Production Co-ordinator on the world-wide "Hawaii Calls" broadcasts. We at KGU are mighty proud of your student, Gene Good."

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

FATES & FORTUNES

Advertisers

• S. WARNER PACH, assistant to president of Gillette Co., elected president of Paper-Mate, division of Gillette, succeeding R. Nieson Harris, resigned. Mr. Harris also resigned as v.p. of Gillette, but will continue as member of board of directors.

Mr. Lynn

• ANDREW A. LYNN, Chesebrough - Pond's v.p. in charge of domestic marketing, to become president of Prince Matchabelli Inc., C-P subsidiary, effective April 1. Mr. Lynn will continue in his present duties.

• FREDERICK C. HITCHCOCK JR., previously director of new products, Warner-Lambert Pharmaceutical Co., to Shulton Inc., as assistant to president.

• RAYMOND B. GEORGE, with Philco Corp., Phila., since 1936, and v.p.-merchandising, named merchandising manager-consumer products.

• J. A. BURGESS, 59, manager of industrial advertising of Gulf Oil Corp., Pittsburgh, died Jan. 16 in Pittsburgh. Mr. Burgess had been with Gulf Oil since 1933.

Agencies

• EDWIN SONNECKEN, executive v.p. and general manager, Market Planning Corp., McCann-Erickson subsidiary, named president, succeeding GEORGE PARK, appointed management service director with account responsibilities, M-E's N.Y. office. NEVIN GELMAN, manager of central research division, MPC, succeeds Mr. Sonnocken.

• JAMES WATT JR., for past three years member of Young & Rubicam's account management group, Louisville, Ky., named v.p. and account supervisor.

• TERRELL VAN INGEN, formerly on sales staff of *Saturday Evening Post*, to Erwin Wasey, Ruthrauff & Ryan, N.Y., as v.p. and member of new business development committee, EWR&R eastern division.

• WILLIAM D. LEWIS, account executive, Geyer, Morey, Madden & Ballard, Detroit, elected v.p.

• TED BREINING, account executive, Ben Sackheim Inc., N.Y., elected v.p.

• CHARLES S. WINSTON JR., general manager of Chicago office of Foote, Cone & Belding, elected to board of governors of central region, American Assn. of Advertising Agencies. He replaces Richard W. Tully, FC&B, transferred to agency's New York office.

• THEODORE O. SIMPSON promoted from copy supervisor to director of newly formed creative-contact department (to service agricultural and industrial clients) at Gardner Adv. Co., St. Louis. JOHN O. ROCHE, copy group supervisor, named director of copy department; JOSEPHINE WALSH, copy group supervisor, named associate copy director. Mr. Roche succeeds DEAN PENNINGTON, now v.p. in charge of radio-tv commercials.

• ARTHUR A. BAILEY, senior v.p., Foote, Cone & Belding, L.A., named head of agency's western offices in San Francisco, Hollywood and Houston, Tex.

• RANDOLPH T. MCKELVEY, with Young & Rubicam since 1944 and most recently v.p. and contact supervisor, named manager of agency's Detroit office.

• GORDON HENRY, formerly in media department at Compton Adv., Chicago, appointed media director of MacFarland, Aveyard & Co., that city. He succeeds ALFRED S. TRUDE, resigned to join Clinton E. Frank Inc., Chicago.

• ALAN A. BLOOMFIELD, formerly marketing analyst at Edward H. Weiss & Co., Chicago, to North Adv. Inc., that city, as account director.

Art for art's sake • Lester Rondell, art group supervisor (including tv and print) for Grey Adv., New York, staged one-man exhibit of oil paintings at New York's Petite Galerie, sold 20 out of 26 on opening night to performers Harry Bellafonte, Shelley Winters, Buff Cobb and other buyers. He also has exhibited at Pennsylvania Academy, Carnegie Institute, Dayton Art Institute, Clearwater Art Museum and in other national art shows.

• EDWIN FUNK, account executive, Paul Klemtner & Co., Newark, N. J., elected v.p.

• HUBERT R. SWEET, formerly media director, Atherton & Currier, N.Y., to Doremus & Co., N.Y., as director of broadcast media.

• MAURICE J. GARRETT, former manager of Los Angeles office of Kudner, to Los Angeles office of C. J. LaRoche & Co.

• HAL WEINHOLTZ, formerly with Young & Rubicam International and N. W. Ayer & Son, to McManus, John & Adams' international department, N.Y., as business manager and account supervisor for consumer products; NORBERT J. DELVILLE, currently with department in executive capacity, promoted to account supervisor for commercial products.

• MICHAEL ALLEN, formerly with CBS, Hollywood, to N. W. Ayer, Hollywood, television program department; NICHOLAS I. ORLOFF, formerly copywriter with Geyer, Morley, Madden & Ballard, to Ayer's Detroit copy department; SANFORD C. REYNOLDS, for past four years account supervisor, Gallup & Robinson, Princeton, N.J., to Ayer's New York business development staff; W. KEITH HAFER, business development, N.Y., to service department, Hollywood, as account supervisor; ALWYN W. KNIGHT, in Ayer's Philadelphia copy department, transferred to Honolulu office to take charge of Hawaiian Telephone Co. account.

• WILLIAM WORSTER promoted from media supervisor to media director at Erwin Wasey, Ruthrauff & Ryan, L.A. Appointment relieves ROGER JOHNSON, v.p. in charge of media and research, permitting him to devote more time to research and broad planning.

• SUMNER RULON-MILLER JR., formerly with Colgate-Palmolive Co., to Cunningham & Walsh, S. F., as account supervisor.

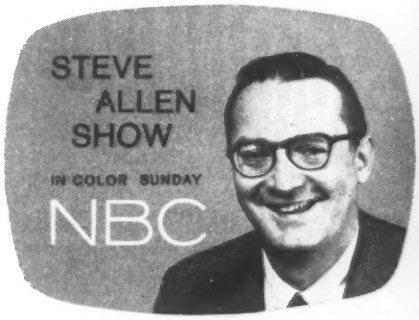
• ANDREW C. QUALE, formerly of Campbell - Mithun, Minneapolis, to Wade Adv., Chicago, as group supervisor.

• ROBERT R. JACOBS, formerly general manager at Chicago Squirt Bottling Co., to Lilienfeld & Co., Chicago agency, as account supervisor.

• STANLEY COLBERSON, formerly advertising manager of Langendorf Bakeries, S.F., to Hoefer, Dieterich &

The only video tape in

telecasting use today is

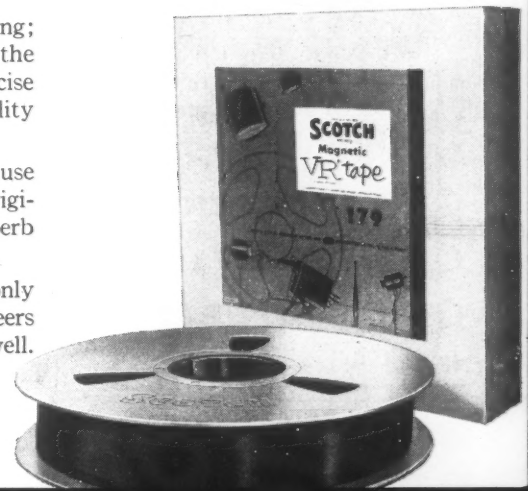


"SCOTCH" BRAND Video Tape

Many people know how to make magnetic tape for video recording; some have even produced it. But only "SCOTCH" BRAND has the treasury of research experience, the technical skills and the precise manufacturing facilities to deliver a magnetic tape of consistent quality that meets the critical demands of video recording.

Today "SCOTCH" BRAND VR Tape is in frequent and growing use on every major network for delayed broadcasts and for some originations. (Examples are shown above.) Its quality is surprisingly superb —undetectable from "live" telecasts on home receivers.

Not so surprising, when you think of it, is that the first and only successful video recording tape comes from "SCOTCH" BRAND, pioneers of magnetic tapes for sound recording and instrumentation as well.



"SCOTCH" IS A REGISTERED TRADEMARK OF THE 3M CO., ST. PAUL 6, MINN. EXPORT: 99 PARK AVE., NEW YORK 16. CANADA: LONDON, ONTARIO.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

DYNAMIC ACTION FOR THE ENTIRE FAMILY!

CANNONBALL

Thrilling stories of long-haul truckers at home and along the highway.

In a brand-new series that brings you heart-in-your mouth adventure with plenty of heart.

Created and produced by Robert Maxwell, famed creator of LASSIE, CANNONBALL will ride your way with big audiences and increased profits.

I INDEPENDENT
T TELEVISION
C CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

Brown Inc., San Francisco advertising agency, as account executive.

• CARL M. JENSEN, formerly creative director of MacFarland Adv., S.F., to BBDO, L.A., as copywriter.

• RICHARD L. OLANOFF, formerly radio-tv director of Aitkin-Kynett Co., Phila., to creative services staff of Feingenbaum & Wermen Adv., that city.

• HERB GRAYSON, formerly account executive at Mohr & Eicoff, Chicago agency, and director of informational services at CBS, Chicago, appointed public relations counsel at Klau-Van Pietersom-Dunlap Inc., Milwaukee.

• ALBERT A. KLATT, v.p. and copy director at Needham, Louis & Brorby, elected president of Chicago Copywriters' Club.

• HAL STEBBINS, president of Los Angeles agency bearing his name, to receive Western States Advertising Agencies Assn.'s annual award for "outstanding contributions to advertising in the West."

• ESTHER K. SCHWARTZ, previously with WFLN Philadelphia, to print media department, Feigenbaum & Wermen, that city.

• JOSEPH F. MAHAN, with Television Bureau of Advertising, N.Y., production staff since last November, promoted to assistant to director of production.

• DANIEL C. BEATTIE, previously copywriter with Ross Roy Inc., Detroit, to Geyer, Morey, Madden & Ballard Inc., N.Y., as copy writer.

• THOMAS E. ARMSTRONG, formerly tv-radio account executive, Campbell-Ewald, Detroit, to creative staff of Fuller & Smith & Ross, Pittsburgh.

Networks

• THOMAS M. LUFKIN, program service manager, ABC-TV western division, has resigned. Program service activities are included in duties now handled by COURT MCLEOD, newly appointed administrative manager, program department, ABC-TV western division. (BROADCASTING, Jan. 5).

• EARL ZEIGLER, assistant manager and photo editor, NBC press and publicity, Pacific division, named manager.

• NORMAN RACUSIN, director of budgets, pricing and planning for NBC-TV, N.Y., appointed director, business affairs.

• WILLIAM KOBLENZER, formerly director of sales for NTA Film Network and director of program sales, NTA, to ABC-TV as account executive.

• JESS OPPENHEIMER, NBC-TV program executive, named as executive producer for 11th annual Academy of Tv Arts & Sciences Emmy awards show, to be aired over NBC-TV in May. BOB HENRY named as producer of Hollywood segment and JOE CATES named for New York part.

• MARX LOEB, segment producer of NBC-TV's *Monitor* since 1955, named producer; NORMAN KAHN, production assistant, named director of Sunday evening segment; PRISCILLA BLACKSTONE, also with production staff since 1955, named Saturday and Sunday supervisor; BURROUGHS H. PRINCE continues as managing editor.

• OLIVER TREYZ, president of ABC-TV, has been named chairman of television committee, and MATTHEW CULLIGAN, executive v.p., NBC Radio, has been appointed chairman of radio committee for Brotherhood Week, Feb. 15-22, under auspices of National Conference of Christians & Jews.

Stations

• ALEX A. COE resigns as manager of KITE San Antonio to become co-owner with Connie B. Gay (also owner of KITE) of WYFE New Orleans. Mr. Coe will also serve as v.p. and general manager of WYFE. Other KITE appointments: ED WINTON adds duties of general manager in addition to present post as national sales director, and KELLY WOFFORD to station manager in charge of sales.

Mr. Goldsmith

• JAMES E. GOLDSMITH, formerly sales manager of KWK-TV (now KMOX-TV) St. Louis, appointed director of sales of ch. 11 KCPP (TV) St. Louis, scheduled to begin broadcasting in early spring.

• HARRY EDELMAN resigns as general manager of KELP-AM-TV El Paso, Tex.

• HULBERT TAFT, 81, formerly editor and publisher of old *Cincinnati Times-Star*, died Jan. 19 in Indian Hill, Ohio. Mr. Taft joined *Times-Star* as police reporter in 1901 and was chairman of board when paper was sold to Scripps-Howard July 20, 1958. Mr. Taft is survived by several children including HULBERT TAFT JR., president of Taft stations (WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WBIR-AM-FM-TV Knoxville, Tenn., and WKYT [TV] Lexington, Ky.).

• JOSEPH E. CAIN, president of P.R. Mallory & Co. (precision electronic

and metallurgical products), Indianapolis, elected to board of directors of Gross Telecasting Inc. (WJIM-TV Lansing, Mich.).

Mr. Glascock

• HARVEY L. GLASCOCK, formerly national sales director, Kluge Radio, appointed general manager of WHK-AM-FM Cleveland, effective Feb. 1, replacing HENRY W. SIMMEN, assigned to sales post at WNEW New York. Three stations are owned by Metropolitan Broadcasting Corp.

• RICHARD L. GRAVEL, local sales manager of WTAG-AM-FM Worcester, Mass., past eight years, promoted to national sales manager. HERMAN H. KRAMER succeeds Mr. Gravel as local sales manager.

• ALEXANDER P. HUNTER, commercial manager of KING-TV Seattle, promoted to assistant to v.p., broadcast division, King Broadcasting Co. (KING-AM-FM-TV, KGW-AM-TV Portland, Ore., KREM-AM-TV Spokane). JAMES D. NEIDIGH, national sales manager, KING-TV, named sales manager.

• KEN WALIGORSKI promoted from director to station manager at WISN-TV Milwaukee.

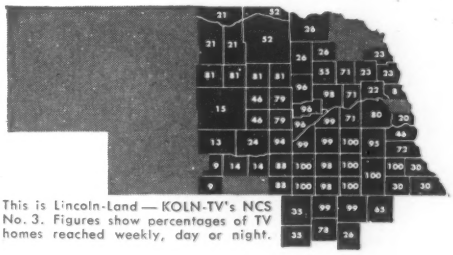
• HARRY C. OFFUTT JR. assumes duties of president of Trans-Chord, licensee of WTCX (FM) St. Petersburg, Fla., good-music station scheduled to begin broadcasting in February. Other appointments: HARRY BROWN, station manager; JIM RISER, sales manager, and RAY DOWELL, program director.

Mr. Baudino

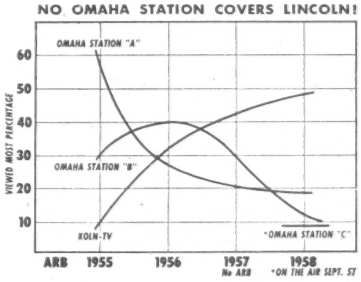
• JOSEPH E. BAUDINO, Washington v.p., Westinghouse Broadcasting Co., elected president, Broadcasters Club of Washington, at annual election by board of directors Jan. 22. Mr. Baudino succeeds LEONARD MARKS, Washington attorney, who recently became president of Federal Communications Bar Assn. HAROLD E. FELLOWS, NAB president, ROBERT K. RICHARDS, of Robert K. Richards Assoc., and JAMES D. SECREST, executive v.p., Electronic Industries Assn., were re-elected, respectively, chairman, v.p. and treasurer of Broadcasters Club. CARLETON D. SMITH, v.p. and general manager, WRC-AM-FM-TV Washington, elected v.p. of club, succeeding Mr. Baudino, and FRED HOUWINK, general manager, WMAL-AM-FM-TV Washington, elected secretary, succeed-

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!


This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

Nebraska has two big markets. One is the extreme East. The other is big (66 counties), well-to-do Lincoln-Land, containing more than half the buying power of the entire state!

Three top TV stations are battling for ratings in the extreme Eastern market (and, naturally, slicing the pie three ways). In Lincoln-Land, there are no such goings-on. *The NCS #3 map shows clearly that KOLN-TV is the one-and-only station that covers this wealthy area.*

Ask Avery-Knodel for the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

here is... modern radio

"We are batting 100% on all presentations so far and think RADIO HUCKSTERS will make 1959 a banner year." Chet Miller, WVPO, Stroudsburg, Pa.

"These extra sales in one week will almost pay for our use of Lang-Worth for a year! Chas. Seebeck, WTON, Staunton, Va.

You get results from Radio—*Modern* Radio—with RADIO HUCKSTERS jingle service. Inquire today!

LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUdson 6-5700

FOOD FAIR PROPERTIES PICKS JACKSONVILLE

Ralph Biernbaum,
Vice President and General Manager,
Food Fair Properties, Inc.

Food Fair Properties, Inc., has picked Jacksonville for a gigantic 41-acre shopping area—Philips Highway Plaza. The faith of America's largest shopping center developers in the State of Florida's Gateway City is exceeded only by the enthusiasm Jacksonville has shown over this recent addition to the rapidly expanding North Florida economy.

And Jacksonville Picks WFGA-TV
In Jacksonville, Jaxons have picked WFGA-TV, Channel 12 as the best family station in the huge $1½ billion North Florida-South Georgia market. Basic NBC and Selected ABC Programming
Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA — TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

HOWARD E. STARK
Brokers and Financial
Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

ing BEN STROUSE, president, WWDC Washington and WMBR Jacksonville, Fla., resigned.

• HAMILTON M. WOODLE, formerly program director of WOLF Syracuse, N.Y., to WSPB Sarasota, Fla., as v.p. and general manager.

• HENRY H. FRANZ, account executive of WFBM Indianapolis since 1955, promoted to local sales manager, effective Feb. 1.

• ERWIN NEEDLES, formerly sales manager of WKNB New Britain, Conn., to WMAS Springfield, Mass., as commercial manager, effective today (Jan. 26).

• IRVIN G. (MIKE) BOUDREAU, account executive with WDRC Hartford, Conn., for six years, promoted to local commercial manager. SHIRLEY DOBSON to WDRC as assistant music librarian.

• HARRY LADAS, commercial manager of KBLO Hot Springs, Ark., named station manager.

• MEL LEEDS, program director of WINS New York, adds similar duties of sister station KDAY Santa Monica, Calif. JIM HAWTHORNE, KDAY morning air personality, moves to afternoon slot, replacing EARL MCDANIEL, resigned.

• EDWARD L. MORRIS, formerly public relations director, United Charities, appointed director of development at WTTW (TV) Chicago, educational station, succeeding CHALMERS H. MARQUIS JR., named programming director.

• ALIDA MESROP, former public relations coordinator, NBC-TV's *Tonight* program, named manager of publicity, WPIX (TV) New York.

• TOM MATTS, formerly news director, KELP El Paso, Tex., to same post, KBOX Dallas, Tex.

• AVERY CHENOWETH, formerly art director of WMBR-TV (now WJXT [TV]) Jacksonville, to WSAZ-TV Huntington, W. Va., as program director.

• RUSSELL HOFFMAN, formerly production manager of WTXL West Springfield, Mass., to program director of KDUO (FM) Riverside, Calif., scheduled to begin broadcasting Feb. 14, according to Larry Smith, general sales manager. Other KDUO appointments: BRUCE GRANT, formerly news and farm director, WHB-AM-TV Kansas City, to similar post; BOB HOWARD, formerly with sales staff of KMLA (FM) Los Angeles, to commercial manager; BOB SPERRY, formerly commercial manager, KBCA (FM) Beverly Hills, Calif., to sales promotion manager; PATRICIA BENNIE, formerly with McGavren-Quinn Corp., L.A., to market research director; DON RIDGLEY, formerly construction engineer of KFMU (FM) Glendale, Calif., to chief engineer, and DON CHAMBERS, formerly of KGVO Missoula, Mont., to announcer.

• SHERMAN A. STRICKHOUSER, with WICE Providence, R.I., for eight years, appointed program manager.

• CLIFF MICHAELS, formerly assistant advertising manager of Nelson Electric Mfg. Co., Tulsa, to KAKC, that city, as public relations director.

• BARRY SHERMAN, formerly manager of WSCR Scranton, Pa., to WITH-AM-FM Baltimore as operations manager.

• ROBERT NOVAK, formerly national director of talent and program development of Mutual, appointed assistant program manager of KPIX (TV) San Francisco, succeeding JOHN HIGHLANDER, resigned. DR. DAVID PARKER, formerly tv director of NBC, Chicago, named KPIX editorial writer, and FRED JOSLYN, with station since 1952, to education director.

• AL DANERI, air personality of KCKC San Bernardino, Calif., elevated to program director.

• JACK G. CARNEGIE, formerly of KLX Oakland, Calif., and KCBS-AM-FM San Francisco, appointed program director of KOFY San Mateo, Calif.

• ALBERT J. SIMON, formerly film director of WSAV-TV Savannah, Ga., to KSBW-TV Salinas, Calif., in similar capacity.

• FRANK ARVEY, formerly farm service director of KWWL Waterloo, Iowa, to WOW-AM-TV Omaha, Neb., as assistant farm director.

• DAN INGRAM, air personality of WNHC-AM-FM New Haven, Conn., promoted to director of production department.

• MEREDITH R. PRATT, account executive of KNX-AM-FM Los Angeles-CBS Radio Pacific Network sales department, retires Feb. 1 after 20 years with CBS Radio on West Coast.

• LANSDELL ANDERSON, formerly account executive of BBDO, N.Y., appointed regional sales manager of Intermountain Network, headquartering in Salt Lake City, Utah.

• PHIL SANFORD, formerly account executive of WKAT Miami Beach, Fla. to WTVJ (TV) Miami in similar capacity.

Representatives

Mr. Tynan

• WILL J. TYNAN, midwest sales manager, Peters, Griffin, Woodward Inc., elected v.p.

• FRANK HUSSEY, account executive in Chicago office of CBS-TV Spot Sales, to New York office in similar capacity.

Mr. Atwood

• KENNETH R. ATWOOD, formerly of CBS Spot Sales, Chicago, named branch manager of new St. Louis office of Robert E. Eastman & Co., which opened last week.

• FRANKLIN C. WHEELER JR., formerly account executive for KJBS San Francisco, to The Katz Agency tv sales staff, San Francisco office.

Programming

Mr. Weathers

• JAMES WEATHERS, national sales manager, World Broadcasting System Inc., N.Y., named general manager, succeeding RICHARD LAWRENCE, who has joined Economee Tv, N.Y., as general sales manager (BROADCASTING, Jan. 19). ROBERT MONROE, World's representative in southwest, named western division sales manager, S.F. Also appointed to sales staff were JOHN S. MURPHY, formerly president and general manager of WROD Daytona Beach, Fla., and EDWARD L. DAVIS, formerly account executive, WFBR Baltimore.

Mr. Lawrence

• CECIL BLOUNT DE MILLE, 77, Hollywood mogul for 45 years and once producer-narrator of *Lux Radio Theatre*, died Jan. 22, in Hollywood, following a heart attack. Mr. De Mille produced and directed 70 films, including "The Ten Commandments," which promises to be greatest money maker in cinema history. He was associated with *Lux Theatre* from June 1, 1936, until Jan. 22, 1945, when his refusal to pay $1 assessment levied (improperly, he said) by AFRA (now AFTRA) caused his loss of union membership, automatically barring him from air.

• VAN B. PHILLIPS, general sales manager, Recordak Corp., N.Y., elected v.p. of sales and advertising.

• MARC DANIELS, director of Theatre Network Television for four years, appointed v.p. in charge of programs.

Mr. Blumberg

• KURT BLUMBERG, formerly manager of sales administration and planning for Independent Television Corp., resigns to join United Artists Television Inc., Feb. 1, as administrative assistant to Bruce Eells, executive v.p. of United Artists Television. Mr. Blumberg also becomes UA-TV's manager of syndication operations.

• KAY NORTON, consultant with United Artists Records since last September, named v.p. in charge of administration.

• WILLIAM FROUG, formerly producer at Screen Gems, to Goodson-Todman Productions in Beverly Hills, Calif. as head of creative production.

• FRED RAPHAEL, manager of film commercial production, J. Walter Thompson Co., N.Y., to join Videotape Productions of N.Y. in February as manager of client relations.

• GERALD SCHNITZER, formerly head of Lawrence-Schnitzer Productions, Hollywood, division of Robert Lawrence Productions Inc., N.Y., transferred to New York as executive producer for parent company. LEN LEVY, formerly with Kling Productions, Chicago, named head of Lawrence's branch office in Chicago.

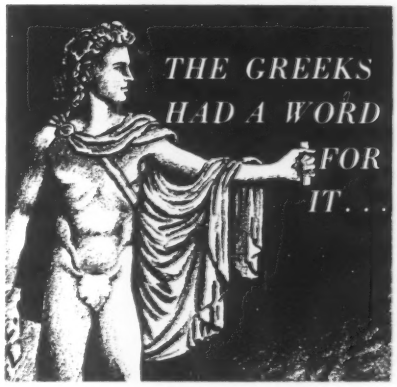
• WILLIAM A. CORNISH, formerly of Official Films, N.Y., as account executive, appointed director of national sales of Flamingo Telefilm Sales, N.Y.

• DICK JACOBS, musical director for Coral Records, N.Y., to director of artists and repertoire.

• MELVIN DANHEISER, formerly of RKO Radio Pictures, named administrative assistant to director of foreign distribution and film coordinator of National Telefilm Assoc., N.Y.

• KERWIN COUGHLIN, associated with Ruth Burch in Hollywood since 1952, has established independent casting agency with headquarters at Desilu Gower studios, Hollywood. His assistant will be PAT ROSE. Mr. Coughlin was previously with MGM casting department.

• ALBERT J. COHEN, producer of *Ann Sothern* series at Desilu Productions,



ΦΩΣ and ΑΛΗΘΕΙΑ

APOLLO

Light and Truth

APOLLO was considered to be "the most Greek of all the gods" and even by today's standards, he would be considered quite a hunk of man—handsome, sophisticated, cultured—but why go on, let's just say he had many excellent characteristics attributed to him. The Greeks called him the God of Light and Truth. Whenever the Greeks wanted to know the truth, they always went to Apollo's shrine at Delphi, and the oracle there came up with the right answer.

Today's advertisers and time buyers want to know the truth too, so if you are in the dark about selecting the best radio station in Cincinnati to sell your product, let us enlighten you—IT'S WCKY, and truthfully, here's what you get:

1. Adult audience—73% of WCKY's audience is composed of housewives who control the family purse and spend the major portion of family income.
2. 50,000 Watts of Selling Power, covering all of the Cincinnati trading area.
3. Good music and news 24 hours a day.
4. Air salesmen who *sell* your product.
5. A prestige station with progressive management.

. . . . . So don't go to Apollo's shrine at Delphi, just consult our oracles: Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago and the West Coast, who will shed some Light on your problem and tell you the true story about WCKY and its power to sell your product.

WCKY
50,000 WATTS OF SELLING POWER
Cincinnati, Ohio

Hollywood, has secured his release to devote time to developing number of tv series. Mr. Cohen will headquarter at Samuel Goldwyn Studios.

• KEN WELDON, formerly midwest representative of Flamingo Telefilm Sales, N.Y., to Hollywood Television Service as mid-states distributor.

Equipment & Engineering

• HARVEY TULLO, v.p. in charge of purchasing, Emerson Radio & Phonograph Corp., Jersey City, N.J., assumes additional responsibilities as senior v.p. in charge of consumer products, engineering, manufacturing and purchasing. DORMAN D. ISRAEL, executive v.p. and chairman of executive committee, will now devote efforts to Emerson's government electronics division.

• CHARLES L. HULSWIT, president and director of Orange & Rockland Utilities Inc., Nyack, N.Y., elected to board of directors of Dynamics Corp. of America, N.Y.

• DR. LLOYD T. DEVORE, formerly general manager of Stewart-Warner Corp.'s electronics division, to Hoffman Electronics Corp., L.A., as v.p. and director of new research division, Hoffman Science Center. Center will establish temporary quarters in Santa Barbara, Calif., pending construction of modern research facility.

• THOMAS L. TAGGART, formerly of Douglas Aircraft Co. and treasurer of Ampex Corp., Redwood City, Calif., past five years, named v.p. and treasurer of Ampex.

• RICHARD W. LEE and WILLIAM P. HILLIARD named v.p.'s, respectively, of engineering and research and administration and manufacturing of General Precision Lab Inc., Pleasantville, N.Y., subsidiary of General Precision Equipment Corp. Mr. Lee was formerly v.p. and director of firm's avionic engineering division. Mr. Hilliard continues as president of company's manufacturing subsidiary, Pleasantville Instrument Corp.

Mr. Moss

• THOMAS H. MOSS, general sales manager of Turner Co. (makers of microphones and electronic devices), Cedar Rapids, Iowa, elected v.p. Mr. Moss joined Turner in 1952 as assistant sales manager and was named jobber sales manager in 1956.

• ALEXANDER M. MACLENNAN, 64, recently retired assistant v.p., public relations, International Telephone & Telegraph Corp., died Jan. 19 in Del Ray Beach, Fla., following heart attack.

• LEONARD J. BATTAGLIA, with RCA since 1940, named manager, communications marketing department.

• LEWIS E. GILLINGHAM, formerly marketing manager of RCA International Div., to Altec Co., L.A., as marketing director and advertising manager.

• W. C. (RED) SCHULTZ, formerly sales manager of gas refrigeration division, RCA Victor Distributing Corp., L.A., appointed national field sales supervisor of consumer products division, Hoffman Electronics Corp., L.A.

• RICHARD O. BAILEY, with Burroughs Corp., Detroit, since 1947, appointed director of public relations, succeeding EDWARD LITTLEJOHN, resigned to join Standard Oil Co. of New Jersey in public relations department.

• KENNETH A. SIMONS, with Jerrold Electronics Corp., Phila., since 1951, appointed chief engineer and will head research and development program.

• ERNEST LYLE, with Lansdale Tube Co., division of Philco Corp., Phila., since 1940, appointed technical administrative assistant to plant manager. Other Lansdale appointments: HOWARD STELLER to manager of production and engineering of receiving tube operation, and MAX WILCOX, to chief engineer of receiving tube production engineering group.

• ARTHUR A. SNOWBERGER, formerly executive v.p., United Broadcasting Co. (Richard Eaton stations) who has been associated with Page, Creutz, Steel & Waldschmitt for last two years, named partner in Washington consulting engineer firm.

Allied Fields

• D. GORDON GRAHAM, most recently with Edward Gottlieb & Assoc., N.Y., to Creative PR Inc., N.Y. as account executive.

• GEORGE FRANK, formerly senior accountant at Klein, Hinds & Finke, N.Y., to Theatre Network Television with responsibility for financial, legal and administrative matters.

• COLIN KEMPNER and JANET SILLEN, study directors, Institute for Motivational Research, named research coordinator and director, women's products division, respectively.

• GEORGE GRUSKIN resigns from William Morris agency after association of 25 years, last decade in national radio and tv department. Mr. Gruskin will establish offices as consultant in creative programming, sales and financing of tv and motion pictures.

• MARGARET K. MACCOLL, for past two years owner of own public relations firm and FRAN RILEY, head of own publicity-promotion office have combined to form MacColl-Riley Assoc., (public relations) 232 Madison Ave., Murray Hill 8-5982, in New York.

• DR. EUGENE R. BERTERMANN, director of overseas operations, *Lutheran Hour* program and president of National Religious Broadcasters, named executive director of Lutheran Church-Missouri Synod Foundation, effective Feb. 15.

International

• J. ALPHONSE OUIMET, president of Canadian Broadcasting Corp., suffered heart attack Jan. 18 and was taken to hospital where he was reported to be "resting comfortably." Mr. Ouimet's duties were assumed by E. L. BUSHNELL, who will attempt to find solution to strike of 73 CBC producers, which began Dec. 29, 1958.

• JOHN L. MOORE, formerly of CJSP Leamington, Ont., to general manager of CHLO St. Thomas, Ont.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**
company name
address
city *zone* *state*
Please send to home address — —
* Occupation Required

NAB SPOTS TECHNICAL GROWTH

Chicago affair to feature equipment news

Technical progress and new developments in broadcast equipment will be demonstrated at the NAB convention, to be held March 15-18 at the Conrad Hilton Hotel, Chicago.

Automatic tv programming systems, intercity relays, stereo, remote control, multiplex, transistors and weather radar will be discussed at the Engineering Conference, to be held concurrently with the Management-Ownership Conference.

Contracts for displays of equipment in the lower lobby of the hotel utilize extra space available since the 1957 convention at the Conrad Hilton. Space totals nearly 19,000 square feet, over 20% more than the combined equipment exhibits at the 1958 convention in Los Angeles. The 1959 meeting will not have a separate sample-room floor for programming, film, transcription and other service exhibits.

As of today, here is how the three days of events are scheduled:

The engineering sessions start the morning of Monday, March 16, with Raymond F. Guy, NBC, presiding. Dr. George A. Town, executive director of Television Allocations Study Org. will review the findings of TASO tests, aided by William L. Hughes, Iowa State College; Lucien E. Rawls, L. H. Carr & Assoc., and Harold C. Towlson, General Electric Co.

James B. Thorpe, president of Visual Electronics Corp., will explain a building-block tv program automation system, and an NBC engineer will describe automatic programming at WRC Washington. J. Roger Hayden, Dresser-Ideco Co., will outline tower and guy-wire vibration problems. D. Pederson, RCA, will speak on tv antenna impedance requirements. Orrin W. Towner, WHAS-AM-TV Louisville, will read a paper on tower lighting and marking.

The inter-city reversible microwave relay built by Jefferson Standard Broadcasting Co. will be described by M. J. Minor, WBTV (TV) Charlotte, N.C. Lynn R. Zellmer, General Electric Co., will speak on semi-conductor transmitter plate supplies.

Emil P. Vincent, ABC, will open the Tuesday program with a discussion of stereophonic broadcasting and Frederick Chassey, WFLN Philadelphia, will go into stereo mixing problems. Jay Blakesley, Gates Radio Co., will review spot tape recorder operations.

Harold L. Kassens, FCC Broadcast Bureau, will analyze FCC's action on applications for remote control of directional stations. Dwight Harkins, Harkins Radio, will trace multiplex developments. A paper on transistors by R. N. Hurst and John W. Wentworth, RCA, will be read by Mr. Wentworth.

Engineering delegates will take part in the Monday and Tuesday management luncheons and the annual FCC-industry question-answer forum Wednesday morning. At the engineering luncheon Wednesday the first NAB Engineering Award will be presented to John T. Wilner, Hearst Radio.

The final technical session Wednesday afternoon will open with a panel on videotape standards and operational problems. R. Craig Christie, Collins Radio Co., will speak on radar weathercasting. Dr. George H. Brown, RCA chief engineer, will read a paper on simplified methods of array design to obtain a desired directive pattern. Herbert R. More, Kleigl Bros., will describe a high-power transistor dimmer.

Film, program, transcription and other service firms holding NAB associate membership will be assigned hospitality suites around the hotel.

Those showing broadcast equipment in the convention's exhibition hall are:

Adler Electronics; Alford Mfg. Co.; Ampex Corp.; Caterpillar Tractor Co.; Century Lighting; Collins Radio Co.; CONRAC Inc.; Continental Electronics Mfg. Co.; Dresser-Ideco Co.; Gates Radio Co.; General Electric Co.; General Electronic Labs.; General Precision Lab.; General Radio Co.

Harwald Co.; Hughey & Phillips; Industrial Transmitters & Antennas; Kahn Research Labs.; Kleigl Bros.; Phelps Dodge Copper Products; RCA; Raytheon Mfg. Co.; Schafer Custom Engineering; Sarkes Tarzian Inc.; Telechrome Mfg. Corp.; TelePrompTer Corp.; Telescript-CSP Inc.; Tower Construction Co.; Utility Tower Co.; Visual Electronics Corp.; Minneapolis-Honeywell Regulator Co.; Progromatic Broadcasting Service; Standard Electronics division of Radio Engineering Labs; Foto-Video Laboratories.

Cold tube developed

The Dept. of Defense announced last week development of a cold radio tube which is considered the first major breakthrough in basic tube design in more than 30 years. The heatless tube

CRASH THE DENVER MARKET WITH KOSI

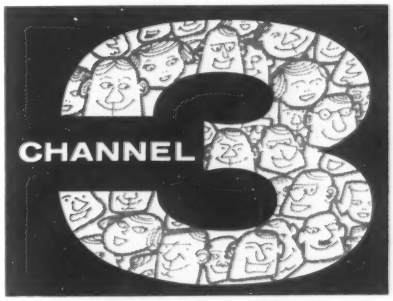
In Denver the *influence* station is KOSI. Because KOSI has listener loyalty—and the folks with money to spend. They respond to KOSI advertisers—and *buy merchandise and services!* No double spotting!

So contact PETRY about the prize Denver buy—that will win sales awards for you—KOSI! 10% discount when buying KOSI—and KOBY, San Francisco!

For Greenville, Mississippi — it's WGVM.

KOSI 5,000 watts in Denver

Mid-America Broadcasting Co.



SEEN . . . by more people!

Nielsen (Spring '58) shows 12.5% more TV homes. Refigure your cost per thousand! Base it on ratings x Nielsen!

KTBS-TV is seen by more than a million people with more than 1.5 billion dollars to spend in this oil-rich four-state market.

Channel 3 is the only single TV buy that can give you full coverage of this rich four-state market.

NBC / ABC

Ask your Petry man for details

CHANNEL 3 KTBS-TV

E. Newton Wray, Pres. & Gen. Mgr.

was developed by the Army Signal Research & Development Lab, Fort Monmouth, N.J., and Tung-Sol Electric Inc. "In the future radio and tv sets equipped with cold tubes may rarely if ever need replacements," the announcement said. The tube consists of a tiny nickel cylinder coated with dried milk of magnesia, the Army said. It uses less than one-tenth the power of a standard radio tube and requires no warmup period.

Dick Tracy in space

Entire electronic circuits no bigger than a cough drop may cut down the electronic gear in missiles and space satellites to one-tenth their present bulky size, RCA President John L. Burns said last week. Addressing RCA distributors in San Francisco, Mr. Burns declared entire assemblies of transistors, wiring and other elements have been compressed into micromodules. This is part of a two-year, $5 million development contract with the U.S. Army Signal Corps, he said. Mr. Burns told his distributors that electronics sales to business and industry was expected to increase bv 27% in 1959.

Advertisement

"WLCX Kicks Off With CCA"

In a letter to Mr. Boyd Lawlor, Mid-West Sales Manager, of Community Club Services Inc., Mr. Joe Rohrer, President & Manager of Radio Station WLCX, La Crosse, Wisconsin, stated the following: "We are just getting underway with our Community Club Awards Campaign. It looks as if Community Club Awards will be a big success in La Crosse.

MR. ROHRER

We have heard about Community Club Awards for several years from other station managers, and without exception, they give it their recommendation. It appears to be the answer to a radio station's requirements for a well planned promotion and sales campaign with a bonus of excellent public relations and public service. It should produce some happy advertisers.

Perhaps we should apologize for giving you such a workout. You were willing and we were eager! An ordinary man has trouble just keeping up with you. Not that you use pressure either, it is just a smooth flow of logical facts with all the answers.

The way it adds up for Community Club Awards is to take a good station, a good market, mix them up and it should be nothing but good!"

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842

Ampex grows up • Ampex Corp., the medium-sized Redwood City, Calif., electronics firm until 1956 when it unveiled its videotape recorder at the NAB convention, moved into the big league last week when for the first time it was listed on the big board on the New York Stock Exchange.

Opening price was $68 when the name went up for the first time last Monday. On Thursday it closed at $68½.

The common stock of the magnetic tape recorder manufacturer was also admitted to trading on the Pacific Coast Stock Exchange, San Francisco.

Ampex was established in 1946 with 12 employes. Today the firm employs approximately 3,000. There are more than 5,200 shareholders of its 1.8 million outstanding common shares. In its annual report for the fiscal year ending April 30, 1958, Ampex reported consolidated net earnings of $1.54 million.

Before admission to the New York Stock Exchange, Ampex was traded over the counter. It sold at $27¾ the day before VTR was first shown in April 1956. The stock was split 2½-for-1 last year, which means that a person who bought Ampex at the old price in 1956 would now have stock valued at $170.25 per share.

On the floor of New York exchange (in picture above) G. Keith Funston (l), NYSE president, and George I. Long (c), Ampex president, compare ticker tape wtih video tape at a ceremony marking the first day's listing on market. With them is James C. Kellogg III, Spear, Leads & Kellogg, New York stock specialists.

Japan's radio exports to America on increase

Nearly one million Japanese transistor radios entered the United States in three months last autumn. This amounted to one-third of the more than 2.95 million non-auto radio sets produced by American manufacturers in the same period.

Official Dept. of Commerce figures show that Japanese radio imports are increasing at a fast pace but so far tv imports are only a trickle.

Japanese radio imports by the U.S. totaled 1,899,574 receivers (valued at $12.8 million) in the first nine months of 1958, according to commerce figures. This nine-month total more than doubles 1957's figure when 642,334 Japanese radios (valued at $5.3 million) were imported.

Japan's electronics industry reported production valued at $333 million in the first nine months of 1958, 24% above the same 1957 period. The commerce study, compiled from reports prepared by the American embassy in Tokyo, showed that production of consumer electronic products and semi-conductors in the first three months of 1958 exceeded the entire 1957 output.

Japanese exports of tv receivers and chassis rose from 6,116 units (valued at $266,800) in 1957, to 10,802 units (valued at $632,800) in the first nine months of 1958.

Total production of Japanese radio receivers numbered 3,357,100 units (valued at $65 million) in the first nine months of 1958 compared to 3,685,000 units (valued at $72 million) in 1957.

Electronics to add over billion—Burns

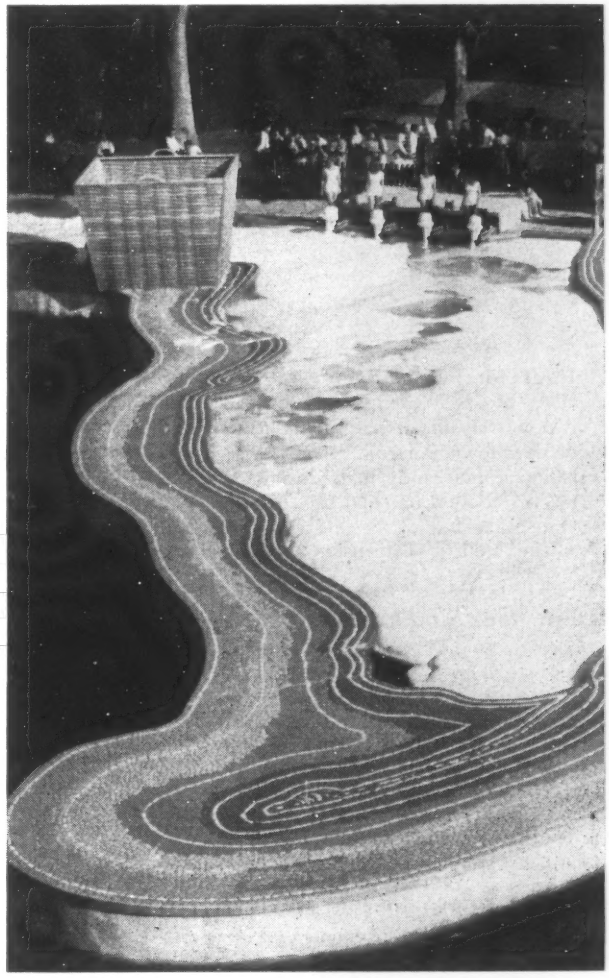
The expanding electronics industry will continue to flourish in 1959 and business is expected to climb from nearly $14 billion in 1958 to "well over" $15 billion this year, according to John L. Burns, RCA president. In a statement issued during a Chicago meeting of RCA's consumer products officials and distributors, he said the electronics industry's growth is being accelerated by "dramatic innovations" in products for defense, business, industry and the home. He called the consumer products market "a big one," and added:

"It is estimated that factory sales of consumer products in 1959 will increase by at least 7% over the 1958 volume of $1.6 billion. Sales of phonographs and tape recorders will be considerably higher with the growing shift to hi-fi and stereo instruments."

Mr. Burns asserted that "color television is ready, color is right, color is here."

Wisk washerwomen: quartet of Cypress Gardens Aquamaids

Go: water foams at flip of Johnson outboard switches



Sea of suds readies ton of laundry for giant hamper (rear)

DOWN TO THE SEA WITH SUDS

County Fair, NBC-TV's daytime stunt show (Mon.-Fri., 4:30-5 p.m.), does things in a big way, as witness the "world's largest washing machine" episode broadcast Jan. 12.

The idea was that a couple who had won a week's series of contests on the show were to be flown from New York to Cypress Gardens, Fla., to wash a ton of laundry in an outdoor swimming pool. The cleaning agent: Wisk liquid detergent, a sponsor on the show.

The pictures show what was involved: the Cypress Gardens pool, built in the shape of the state of Florida and containing 80,000 gallons of water; four Johnson Sea-Horse outboard motors as agitators; four gallons of Wisk; a specially-built laundry hamper 10 ft. high, 8 ft. wide and 6 ft. deep; a ton of dirty laundry collected from hotels, motels and commercial laundries in the area.

It worked. Suds 3 ft. deep covered the 2,200 sq. ft. area in less than two minutes. Filming of wide overhead shots was done from a 60-ft. tower that was erected originally at Cypress Gardens to shoot an Esther Williams movie some years ago.

The stunt involved 11½ minutes of air time, and Wisk liked it so well that it's had a 1-minute commercial extracted for additional airing.

The giant wash was set up through Gale-Gernnant, packager firm, and BBDO, agency for Wisk. Technical crews made three trips to Florida in advance of the actual shooting and "pre-tested" the stunt in a smaller pool before the "live take" was filmed. That "take" took three days. Not the least of the hazards was weather, as Florida was suffering from rain a good part of the time.

They got it into the can before air time, but not enough before to get the film back to New York. The segment was fed into the network line from Jacksonville, where NBC-TV is affiliated with WFGA-TV.

Bill Ballard and Bob Ellis of BBDO represented the client and the agency in working with Herb Landon, executive producer for the program.

Three for four • KGW Portland, Ore., hired a chimpanzee to lead two models in a "saturation" tour of downtown Portland, giving away balloons and candy that proclaimed KGW's "Sound 62 (620 kc), Fourth Dimension Radio."

The Fourth Dimension buildup started four weeks ahead of time in an all-out local schedule of air announcements by the station manager, bus cards, daily television spots, daily newspaper ads and double billboards. Christmas shoppers got free rides on three KGW "shoppers' special" buses.

While promoters and programmers explored new dimensions in their departments, the KGW engineers went to work and came up with an improved signal. The Fourth Dimension sound debuted Jan. 9 with new station personalities, big-band jingles, stepped-up news operation and a "KGW Dollars" promotion, awarding up to $1,000 a day to listeners.

Brains behind the Fourth Dimension were Fred Von Hofen, station manager; Bob Franklin, promotion director; Don Porter, program director, and Jackson Fleming, local sales manager.

Listen, look and call police

Hot car reports are going like the proverbial hot cakes on WHB Kansas City. Stolen car broadcasts on Eddie Clarke's morning show produced such results that WHB has added a second "hot car" report each day on the 4-7 p.m. *Top 40 Show*. The Kansas City Police Dept. credits WHB with the fast recovery of several stolen autos in a few weeks, the station reported.

Farflung salesmen see preview

When a sponsor's employes are spread out over many counties and he can't bring them in to preview his new film property, what's the best solution? That problem confronted Steffen's Dairy Foods of Wichita, which bought *Rescue 8* on KTVH (TV) Hutchinson-Wichita.

The answer, as suggested by the station, was an advance promotion blast, including 2,000 handbills, direct mail pieces, program bulletins—and a special Sunday morning preview for employes. Thus, the day before the film series bowed, a sustaining show was preempted for the special half-hour syndicated showing plus a 15-minute announcement talk to employes (8:45-9:30 a.m.).

Announcing it to employes (and other viewers), station officials and local and area fire department representatives joined sponsor executives in KTVH studios to announce and view the series themselves.

Chicagoans want space news

A new "space age news map," published by Rand McNally & Co. and offered by WNBQ (TV) and WMAQ Chicago as a public service, drew over 5,000 requests from listeners-viewers over a 10-day period. The maps were originally printed by Rand McNally to sell for $1, and made available to stations in Chicago and other major markets for distribution to listeners and viewers for 25 cents to cover postage and handling. Included on the map: information and diagrams about the International Geophysical Year, earth satellite programs and new weapons for the space age, a polar map of the world and various geographical areas.

BFR group all over capitol

The BFR Stations of South Dakota spread their call letters around the state capitol while giving full-scale remote coverage of the governor's inauguration and legislature opening. The outlets (KELO-TV Sioux Falls, KPLO-TV Reliance and KDLO-TV Florence) installed a complete closed-circuit operation in the state capitol at Pierre, with tv sets placed strategically in the building so overflow crowds could watch the inauguration and activities of inauguration week. KSO Des Moines and WLOL St. Paul (also in the BFR group) are providing news of the Iowa and Minnesota legislatures, respectively, for airing on KELO.

WISN-TV spices film package

Promotion with an Italian flavor was served up by WISN-TV Milwaukee for the premiere movie of its new feature film package. Key advertising executives in the area were treated at home to pizza a few minutes before Italian movie actresses Sophia Loren and Silvana Mangano appeared in "Gold of Naples" on the WISN-TV channel.

The pizza dinners followed up perfumed letters which arrived earlier to urge the admen to "please stay home this Saturday night," and signed, "See you on WISN-TV—Sophia."

WJHO solves p.a. crisis

A crisis which occurred only hours before dedication ceremonies of a new $1 million high school in Opelika, Ala., was smoothed over by WJHO, that city, which broadcast the event from the school's auditorium. School officials were "slightly chagrined," WJHO said, to learn that the auditorium had not been equipped with a public address system. WJHO saved the day by picking up its own broadcast on the school's am tuner and feeding it through the intercom system to every speaker in the building, including the auditorium. The time lapse was less than one microsecond, WJHO estimates.

Prizes aid rise of South

For copping first prize in WSM-TV Nashville's sales contest, David Grimm, account executive for the Edward Petry Co., station representative, was presented a commission as Colonel in the

United Press International news produces!

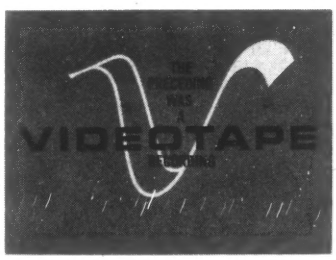
Confederate Army by Hi Bramham, commercial manager of the station. Second prize in the competition was $500—in Confederate money.

KMBC-AM-TV contest swings

With three weeks until deadline, KMBC-AM-TV Kansas City staffers are sorting entries in the tripartite "Swing Girl" contest. Winners in separate art, copy and media divisions of the competition will have their choice of week vacations in New York or Las Vegas. Victors will be named March 1. The contest is named for "the girl on the swing" featured in the stations' advertisements. Goal of the art contest is to develop a fresh treatment for the KMBC "Swing Girl." Copy contest: suggest a campaign theme for trade advertising. Media contest: mediamen are asked to prove why they'd use KMBC-KFRM (FM) Radio and KMBC-TV as basic stations in Kansas City.

Snow melts sales resistance

KPIX-TV San Francisco credits a promotion on the theme of "Snow Falls in Maiden Lane" with helping to sell out all advertising time in three feature Paramount film programs on the station. The Maiden Lane Assn., a group of business establishments in San Francisco, cooperated in advancing the "snow" theme by decorating their shops with wintry scenes; restaurants and bars featured snow highballs and martini sno-cones. The station itself created a miniature of the familiar Paramount snow-capped mountain by bringing in 24 tons of snow. At a kick-off party on Jan. 7, promotional features included models clad in bathing suits and fur pieces, Alaska huskies, a skier and a snowball fight.



Magnetic look • Pre-tested for eye-attraction and identity-retention qualities the "V for Videotape" is one of the symbols being distributed by the tape developer, Ampex Corp., to VR-1000-equipped stations for promotion of local recording and playback services.

• Drumbeats

• It's North vs. South in the latest race for record in marathon broadcasting, launched on Jan. 20. Two Florida d.j.'s —Red Evans of WTAL Tallahassee and Dave Hunter of WZRO Jacksonville Beach—are competing against each other and also with d.j. Peter Tripp of WMGM New York in an effort to exceed a record of 7 days and 19 hours claimed for Mr. Hunter last August.

• KRCA (TV) Los Angeles is celebrating its 10th birthday by broadcasting pictures and news from a 10-year-old edition of the *L. A. Examiner*. Viewers who identify themselves in the old news get prizes.

• WLWA (TV) Atlanta, Ga., calls attention to its "Tower of Stars" in a mailing piece featuring a pair of optical-illusion spectacles captioned, "Look what you're missing." Copy behind the fake eyes lists market and coverage data and describes WLWA's "traveling wave" tower.

• Guests at a preview luncheon of *Alcoa Presents* (ABC-TV) found note-taking lighter than usual. Alcoa presented each with an aluminum clipboard equipped with aluminum pen, aluminum pencil and aluminum-covered publicity kit.

• A total 584 stations have pledged more than 11,000 spots in the NAB "Look for a Room With a Radio" campaign, aimed at traveling listeners. Some have tied in motel-hotel commercial schedules.

• KXOK St. Louis got 5,000 lipstick kisses in a 20-day lip-imprint contest conducted by Gentleman Jim Bradley, d.j. More than 1,200 KXOK listeners entered d.j. Jack Elliott's beard-naming competition, vying for electric shaver prizes with such descriptions as "Mussen-Tuchit," "Old Faceful" and "Mug-Rug."

• KREM Spokane, Wash., equates good works with "Good Words." Rotating such keywords as "crusade aider" (promoting United Givers Fund), "smile" and others plugging general good will or specific charities, KREM awards cash to listeners who answer the telephone with the Good Word.

• A feature of the annual meeting of the Fresno (Calif.) County-City Chamber of Commerce on Feb. 6 will be a sound-on-film presentation of the chamber's activities in 1958 from KFRE-TV Fresno. The film is an annual public service project of KFRE-TV.

• Rex Dale, d.j. at WAMP Pittsburgh, conducted his afternoon record show in an iron lung for three days to raise $2,100 for the March of Dimes.

• WAYE Baltimore is sending out free copies of its February program guide in exchange for contributions to the March of Dimes.

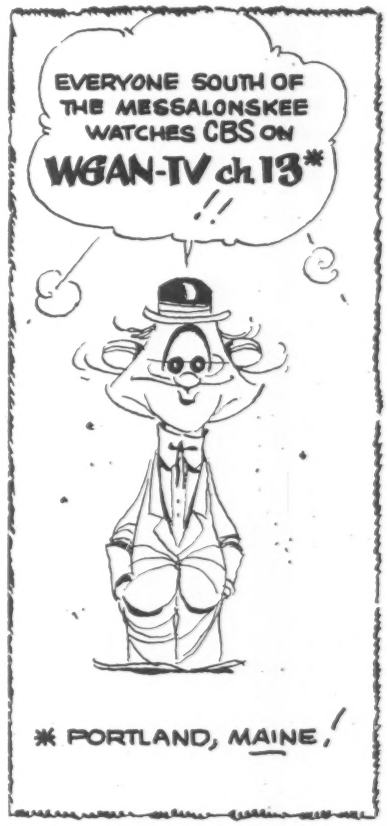
• CJON-AM-TV St. John's, Newfoundland, has issued the second in a series of long-play discs of "Newfoundland Folk Songs," sung by the CJON Glee Club. The Glee Club is maintained by the CJON stations on a continuing basis.

• A daily reminder of WDIA Memphis, Tenn., is in homes of 12,500 listeners. The 1959 edition of the station's annual 12-page "Historic Almanac Calendar" (25 cents) has been mailed to Negro listeners in a six-state area.

• Frank Sinatra, often cool to reporters, made himself available for a telephone interview with a nighttime disc jockey of WIRL Peoria, Ill. Stan Major of WIRL snagged the star on a Hollywood movie set and taped a five-minute interview for broadcast with a new Sinatra album.

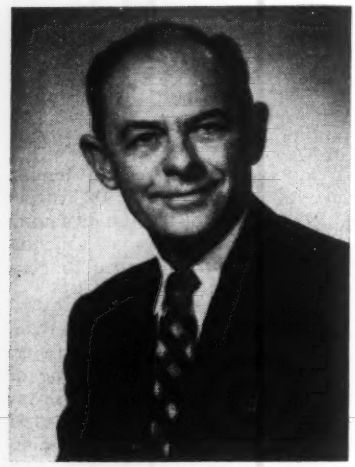
Parade on four tv channels

St. Paul's (Minn.) annual winter carnival parade this year will be covered live by all four Twin Cities tv stations. WCCO-TV, in addition to its Jan. 31



K B C S

GRAND PRAIRIE, TEXAS



E. N. Bodine, President
and General Manager
and Chief!

Like Hundreds
of Broadcasters . . .

from local to
50 kw stations . . .

K B C S

GRAND PRAIRIE, TEXAS

Selected
STAINLESS TOWERS

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

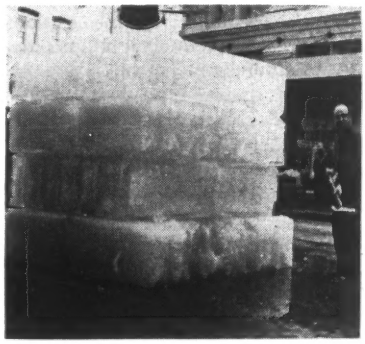
Call or Write for Informative Literature.

Stainless, inc.

NORTH WALES • PENNSYLVANIA

Cubist sculptor • Milt Spencer, news-sports personality of WFLA-TV Tampa-St. Petersburg, Fla., clears away chips from the "World's largest ice cube," placed downtown by WFLA-AM-TV for the First Annual Florida Snow Carnival, merchants' promotion.

Broadcast audiences and downtown shoppers were asked to guess how long the cube (512 cubic feet, 17½ tons) would last under the Florida sun. A total of 4,721 responded to a week and two days of air promotion, the winner guessing within 1:30 minutes of actual melt time, which was two days, two hours, 57:14 minutes. The estimate was worth a trip to Paris for the winner and her husband.



The ice cube promotion was developed for the Tampa Downtown Merchants' Assn. event by John Alexander, WFLA radio manager, and Byron Taggart, radio-tv promotion manager.

parade pickup, plans an hour-long carnival preview. Other stations participating will be KSTP-TV, KMSP-TV and WTCN-TV.

Television stars scheduled for appearances at the winter event include performances of CBS-TV's *Jimmy Dean Show*, George Montgomery, star of NBC-TV's *Cimarron City* series, and Ronnie Burns of the NBC-TV *George Burns Show*.

Long distance movie promotion

WCKR Miami reached 5,000 miles across the Atlantic to produce a movie commercial. The special, live spot announced the opening of the British film, "A Night to Remember," in three theatres owned by Florida State Theatres. Two days before the movie opened, Diane and Dick Osborne of WCKR's *Miami After Dark* program called the film's producer in Belfast, Ireland, to interview him on production techniques of recreating the *Titanic* ship disaster, subject of the movie. Peak crowds came to the three theatre openings, WCKR reports.

WCCO lands editors' help

Newspaper editors in the five-state area served by WCCO Minneapolis are cooperating in station-sponsored contest to find the ice fishing champions of the Northwest. Fishermen enter the event by registering catches with the editors of their hometown newspapers, who complete the entry blanks and forward them to WCCO. Contest details and progress are broadcast daily on the 10:15 p.m. sports show, *Outdoor Report*. WCCO will award $50 savings bonds to winners in each of three classes and merchandise prizes to others.

WKBW-TV rep issues factbook

Avery-Knodel Inc., N.Y., released last week a report entitled "Facts about WKBW-TV New Tv Giant in Buffalo." The presentation describes the ch. 7 station's market coverage, transmitting facilities, promotion campaigns offered and advertising advantages. It makes a comparison of all Buffalo television stations according to costs and coverage. The report may be obtained from the station representative's home office, 720 Fifth Ave., New York City. WKBW-TV is completing its second month on the air.

Parlay at the summit

You are cordially informed
of a
Parlay at the Summit
whereat will be promulgated
matters of highest importance
affecting Proces Verbal,
Aides Memoire, Protocol,
Precedence, Non-Belligerent
Measures Short of War, Show
of Force, Jurisdiction of
States, Boundaries and Servitudes,
and other matters.

Thus formally WIS-TV Columbia, S.C., announces its new 1,526-ft. tower, which is expected to double coverage. Inside the fold of the announcement is a glossary explaining: "Proces Verbal is the process by which WIS-TV gets words and pictures (not to mention music) into the minds of South Carolina's richest buying audience." The "jurisdiction of states" is a coverage map, while "Aides Memoire [is] a diplomatic device . . . aiding the buying memory of nearly 2.5 million people." The "summit" is taller than the Empire State Building, the Eiffel Tower and the Pyramid of Cheops, Egypt.

Station Authorizations, Applications

As Compiled by BROADCASTING

Jan. 15 through Jan. 21: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup. Explanation of abbreviations on page 103.

New Tv Stations

APPLICATION

New Orleans, Louisiana—Coastal Television Company. New request for STA to operate on ch. 13 in New Orleans, La., subject to condition that operation on ch. 13 shall cease at such time as regularly authorized tv service commences in New Orleans on ch. 12, but in no event is to continue beyond time of commencement of operation on ch. 13 at Biloxi, Miss., in association with Supreme Broadcasting Co. or Oklahoma Television Corp., or both. Announced Jan. 15.

Existing Tv Stations

ACTION BY FCC

WJMR-TV New Orleans, La.—Modified Dec. 17 grant for temporary operation on ch. 13 until Jan. 31, in view of withdrawal by Oklahoma Television Corp. and Coastal Television Co. of their objections to such interim operation. All three are competitors for ch. 12 in New Orleans. Announced Jan. 15.

New Am Stations

APPLICATIONS

Union Springs, Ala.—E. H. Eiland Jr. 1410 kc, 500 w D. P.O. address 345 Whetston Drive, Montgomery, Ala. Estimated construction cost $11,991, first year operating cost $23,000, revenue $34,000. Mr. Eiland, sole owner, is employe of Firestone Stores. Announced Jan. 20.

Raleigh, N.C.—North Carolina Electronics Inc. 1550 kc, 5 kw D. P.O. address 356 West 40th St., New York 18. Estimated construction cost $31,776, first year operating cost $60,000, revenue $66,000. Majority stockholder **John P. Gallagher** (97.36%) owns WOOW Washington, N.C. Announced Jan. 15.

Washington, N.C.—North Carolina Electronics Inc. 1320 kc, 500 w D. P.O. address 356 West 40th St., New York 18. Estimated construction cost $8,305, first year operating cost $30,000, revenue $40,000. Majority owner **John Patrick Gallagher** (97.36%) owns WOOW Washington, N.C., which has applied for permission to move to Greenville, N.C. Mr. Gallagher is vice president of **Visual Electronics,** New York. Announced Jan. 15.

Delphos, Ohio—Western Ohio Bcstg. Co. 940 kc, 250 w D. P.O. address Charles F. Trivette, Virgie, Ky. Estimated construction cost $22,952, first year operating cost $31,750, revenue $42,500. Equal partners are **Charles F. Trivette,** former majority owner WWKO Ashland and WMLF Pineville, both Kentucky; and **Herman G. Dotson.** Announced Jan. 21.

Smethport, Pa.—Hamlin D. Redfield. 910 kc, 1 kw D. P.O. address 34 Jackson Ave., Bradford, Pa. Estimated construction cost $50,644, first year operating cost $42,000, revenue $49,000. Sole owner, Mr. Redfield, is former banker. Announced Jan. 20.

Laredo, Tex.—Southwestern Operating Co. 1300 kc, 1 kw D. P.O. address Box 88, Fort Smith, Ark. Estimated construction cost $26,515, first year operating cost $40,000, revenue $50,000. Sole owner is **Donald W. Reynolds** who has controlling interest in KORK Las Vegas, KLRJ-TV Henderson, KOLO-AM-TV Reno, all Nevada; KBRS Springdale, KFSA, KNAC-TV Fort Smith, both Arkansas; KHBG Okmulgee, Okla., and KGNS-TV Laredo. Announced Jan. 21.

Yakima, Wash.—M and W Co. 940 kc, 250 w D. P.O. address 216 Mocliff Rd., Ephrata, Wash. Estimated construction cost $5,491, first year operating cost $50,000, revenue $48,000. Equal owners are **Robert R. Moore,** general manager KULE Ephrata, Wash. and **Kenneth Williams Jr.,** engineer at KOMO Seattle. Announced Jan. 15.

Existing Am Stations

ACTIONS BY FCC

WCAS Gadsden, Ala.—Granted application to change operation from day to unlimited time with 500 w-N, DA-N, continuing operation on 570 kc with 5 kw D. Announced Jan. 21.

WEEB Southern Pines, N.C.—Granted increase of power from 1 kw to 5 kw, continuing operation on 990 kc D; remote control permitted. Announced Jan. 21.

APPLICATIONS

KGST Fresno, Calif.—Cp to change hours of operation from daytime to unlimited, using power of 500 w, 1 kw-LS on 1600 kc. Announced Jan. 20.

KPOL Los Angeles, Calif.—Cp to increase daytime power from 10 kw to 50 kw; change from DA-N to DA-DN (DA-2) and install new trans. Announced Jan. 16.

KTOP Topeka, Kan.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Jan. 15.

WSFC Somerset, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Jan. 19.

WNAV Annapolis, Md.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. for daytime use (2 main trans.). Announced Jan. 19.

WPLM Plymouth, Mass.—Mod. of cp to change hours of operation to unl., using power of 5 kw; change from DA-D only to DA-ND (DA-2). Request waiver of Sec. 3.28 (c)(3) of rules.) Announced Jan. 21.

KDMA Montevideo, Minn.—Mod. of cp to change from DA-DN (DA-1) to DA-N only. Announced Jan. 15.

KEYJ Jamestown, N.D.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Jan. 21.

WEKR Fayetteville, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Jan. 21.

KWHO Salt Lake City, Utah—Cp to change frequency from 860 kc to 1030 kc and change hours of operation to unl., using 1 kw. Announced Jan. 21.

New Fm Stations

APPLICATIONS

Darien, Conn.—Independent Broadcasting Co. 94.3 mc, 0.72 kw. P.O. address Box 1. Estimated construction cost $14,299, first year operating cost $20,000, revenue $25,000. Owners are **Guilford E. Morrell,** Consolidated Diesel technician, Stamford; **Walter F. Ranchinsky,** WNHC New Haven engineer (both 28%); **Daniel V. Salvatore,** Consolidated Diesel test engineer (16%); **Grace Peters,** American Cyanamid chemist (24%), and **Richard N. Ross** WNYC New York engineer (4%). Announced Jan. 21.

Chicago, Ill.—Hi-Fi Bcstg. Co. 106.7 mc, 10.8 kw. P.O. address Box 221, Lebanon, Tenn. Estimated construction cost $9,550, first year operating cost $17,400, revenue $25,000. Equal partners are **William O. Barry,** who has 50% interest in WFMB (FM) Nashville, Tenn. and **H. C. Young Jr.,** who has 50% interest in WENO Madison, Tenn. Announced Jan. 21.

Beaver Falls, Pa.—WBVP Inc. 96.1 mc, 16.6 kw. P.O. address Box 719. Estimated construction cost $19,265, first year operating cost $3,000. Announced Jan. 19.

Spokane, Wash.—Northern Pacific Radio Corp. 99.9 mc, 1.96 kw. P.O. address West 315 Sprague Ave. Estimated construction cost $8,500, first year operating cost $2,500, revenue $5,000. Applicant is licensee of KXLY-AM-TV Spokane. Announced Jan. 21.

Ownership Changes

ACTIONS BY FCC

KNOG Nogales, Ariz.—Granted assignment of license to Carleton W. Morris (KSUN Bisbee, KAWT Douglas and KHFH Sierra Vista, all Arizona); consideration $20,000. Announced Jan. 21.

WCNT Centralia, Ill.—Granted renewal of license and acquisition of positive control by Carson W. Rodgers (now 50% owner) through purchase of remaining 50% from Grace S. Rodgers; consideration $15,000. Announced Jan. 21.

KRES St. Joseph, Mo. — Granted assignment of licenses to MacRay Radio & Television Corp. (Jock MacGregor, president); consideration $135,000. Announced Jan. 21.

KCAP Helena, Mont.—Granted assignment of license to KCAP Bcstrs. Inc. (Dale G. Moore, president, and three other stockholders own KBMN Bozeman, Mont.); consideration $40,894. Announced Jan. 21.

KRMW The Dalles, Ore.—Granted transfer of control from Oliver B. Earl to Inland Broadcast Co. (KWEI Weiser and KAYT Rupert, Idaho); consideration $35,000. Announced Jan. 21.

KLGN Logan, Utah—Granted assignment of license to KLGN Radio Inc. (F. G. Ziser, president); consideration $52,500. Announced Jan. 21.

WMOD Moundsville, W. Va. — Granted transfer of control from Donald W. Levenson to John T. Taylor (now 34% owner); consideration $19,900 for 60% interest; Levenson selling his remaining 6% interest to G. Thomas Gall for $3,500. Announced Jan. 21.

APPLICATIONS

KUEQ Phoenix, Ariz.—Seeks assignment of license from **Q Broadcasting Co.** to **Dynamic Communications Inc.** for $240,000. Sole owner of Dynamic Communications is **Carson E. Cowherd,** Kansas City, Mo., real estate man. Announced Jan. 21.

KBBA Benton, Ark.—Seeks assignment of control from **Benton Bcstg. Service,** partnership, to **Benton Bcstg. Service Inc. Sam P. Bridges** and **Mrs. Bridges** (50%) and **C. LaVelle Langley** (50%) are owners of both old and new licenses. Announced Jan. 21.

KACY Port Hueneme, Calif.—Seeks assignment of license from **Coast Broadcasters** to **Lincoln Dellar** for $83,000. Mr. Dellar is partner in **Kern County Bcstg. Co.,** Bakersfield, Calif., which is permittee of new commercial uhf in Bakersfield. Announced Jan. 16.

WFAB Miami-South Miami, Fla.—Seeks assignment of cp from **Louis G. Jacobs** to **WFAB Inc.** Consideration $24,000. WFAB Inc. will include Mr. Jacobs (40%) and **Harold E. King** (60%), who with his wife owns KGHI Little Rock, Ark.; WTHR Panama City Beach, WDAT South Daytona and WTTT Arlington, all Florida. Announced Jan. 20.

WQXT-AM-FM Palm Beach, Fla.—Seeks assignment of license from **Palm Beach Radio Inc.** to **Flame Radio and Television Inc.** for $100,000. **Emma S. Pell,** buyer, has no other business interests. Announced Jan. 19.

WORL Boston, Mass.—Seeks assignment of license from **Pilgrim Bcstg. Co.** to **WORL Bcstg. Corp.** for $469,040. Purchasers are **Paul F. Herron** (89.1%) former majority owner WIBG - AM - FM Philadelphia and **Lawrence D. Biele** (10%) who had minority interest in same stations. Announced Jan. 20.

KSTL St. Louis, Mo.—Seeks transfer of control of **Radio St. Louis Inc.,** licensee corp. from **Edward E. Haverstick Jr.** and **William K. Haverstick** (as family group) to **Edward E. Haverstick Jr.** through sale of stock by **Franklin C. Salisbury.** Mr. Salisbury, attorney for Dept. of Interior currently owns 10% of licensee. Mr. Edward Haverstick Jr. owns 46.67%. Upon transfer of stock he will own 51.86%. Consideration $15,000. Announced Jan. 19.

WTRX-AM-FM Bellaire, Ohio—Seeks assignment of license from **WTRX Inc.** to **Ohio Valley Bcstg. Co.** for $117,000. Equal partners in purchasing group are **Charles H. Wright** and **Frederic Gregg Jr.** who have interests in WCMI-AM-FM Ashland, Ky.; and **Charles F. King,** WLAP Lexington, Ky., salesman. Announced Jan. 19.

WJMO Cleveland, Ohio—Seeks assignment of cp to change trans. site from **Friendly Bcstg. Co.** to **Tuschman Bcstg. Co.** FCC has already approved transfer of license. (See BROADCASTING, Jan. 19.) Announced Jan. 19.

KPIC (TV) Roseburg, Ore.—Seeks transfer of 50% of **South West Oregon Television Bcstg. Corp.** from **Oregon Bcstg. Co.** to **Southern Oregon Bcstg. Co.,** both wholly owned subsidiaries of South West Oregon. Southern Oregon also owns KBES-TV Medford and KOTI-TV Klamath Falls, both Oregon. Announced Jan. 19.

KTXJ Jasper, Tex.—Seeks assignment of license from **Joe A. Tonahill** and **Joe J. Fisher** to **Frank J. Carpenter, William Glen Dodson** and **J. C. Howard.** Consideration $60,000. Mr. Dodson (37½%) is chief engineer KVLB Cleveland, Tex., Mr. Howard (37½%) is gasoline distributor, and Mr. Carpenter (25%) owns drug store. Announced Jan. 19.

WRIT Milwaukee, Wis.—Seeks transfer of control of **Radio Milwaukee Inc.** from **H & E Balaban Corp.,** present 50% owners of sta-

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500- and 1000-Watt

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RADIO CORPORATION of AMERICA

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tion, and **Harold S. Lederer** and **Leo M. Lederer,** who at present own 25% each. Present stockholders will transfer one-third of stock owned to group consisting of **Nancy Epstein, Eli Fink, Maurice Schraeger** and **Herbert Schoenbrod,** for $13,330. After transfer, three groups: Balaban, Lederer brothers and Epstein, et al., will each own one-third interest in WRIT. Same groups own WIL St. Louis and KBOX Dallas. Announced Jan. 19.

Hearing Cases

FINAL DECISIONS

By order, Commission granted request of M & M Bcstg. Co., and made effective immediately Dec. 22, 1958, initial decision; and affirmed March 19, 1958, grant of application to transfer control of M & M Bcstg. Co. (WMAM and WMBV-TV, ch. 11), Marinette, Wis., from William Walker, et al., to Evening Telegram Co., Norman M. Postles and Walter C. Bridges. Announced Jan. 21.

INITIAL DECISIONS

Hearing Examiner Jay A. Kyle issued initial decision looking toward denying application of South Kentucky Bcstrs. to increase power of WRUS Russellville, Ky., from 500 w to 1 kw, continuing operation on 610 kc, daytime only. Announced Jan. 21.

Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of M & M Bcstg. Co. (WMBV-TV, ch. 11), Marinette, Wis., to move trans. site from point about 14 miles southeast of Marinette and about 38 miles northeast of Green Bay to about 38 miles southeast of Marinette and about 14 miles northeast of Green Bay, increase ant. height from 780 to 960 ft.; increase vis. ERP to 316 kw, etc. Announced Jan. 20.

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Radio Dinuba Co. to change facilities of KRDU Dinuba, Calif., from 1240 kc, 250 w unl., to 1130 kc, 1 kw, DA unl., with engineering conditions, and denying applications of Air Waves Inc., to change facilities of KONG Visalia, Calif., from 1400 kc 250 w, unl., to 1130 kc, 1 kw, DA, unl., and Enterprise Bcstg. Co. for new am station to operate on 1150 kc, 1 kw, DA, D, in Fresno, Calif. Announced Jan. 16.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition by Globe Newspaper Co. to extent of permitting that company to intervene (but only on issue no. 1 having to do with possible disqualification of one or more of Commissioners) in Boston, Mass., ch. 5 remand proceeding involving applications of WHDH Inc. (WHDH-TV), Greater Boston Television Corp., Massachusetts Bay Telecasters Inc., and Allen B. DuMont Laboratories Inc., for new tv stations, and (2) denied requests of WHDH Inc., and Globe for oral argument on subject pleadings. Comr. Craven not participating. Announced Jan. 21.

By order, Commission granted petition by WIBC Inc., and extended from 20 to 30 minutes time for presentation of argument by each of parties in oral argument scheduled for Jan. 23 in proceeding on applications of WIBC Inc., and Crosley Bcstg. Corp. (WLWI) for new tv stations to operate on ch. 13 in Indianapolis. Announced Jan. 15.

Commission scheduled proceedings on an applications of Wayne M. Nelson, Concord N.C., and Fred H. Whitley, Dallas, N.C., for oral argument on Feb. 13. Announced Jan. 21.

Routine Roundup

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Jan. 16

WJMO-AM-FM Cleveland, Ohio—Granted assignment of cps to Tuschman Bcstg. Co.

KIMO Independence, Mo.—Granted mod. of license to change studio location and remote control point to Kansas City, Mo.; waived Sec. 3.30 (a) of rules.

KYOK Houston, Tex.—Granted cp to install new trans.

Shenandoah Life Stations Inc., Roanoke, Va.—Granted cp and license to change location of trans. and make changes in ant. system.

Following stations were granted extensions of completion dates as shown: WMAR-TV (main trans.-ant.) Baltimore, Md., to 5-5; WBAL-TV (main trans.-ant.) Baltimore, Md., to 5-1; WJZ-TV (main trans.-ant.) Baltimore, Md., to 8-4.

WENN Bessemer, Ala.—Granted authority to sign-off at 8 p.m., daily for period of 90 days.

WMTL Leitchfield, Ky.—Granted mod. of cp to change studio location and type trans.

Actions of Jan. 15

KVOM Morrilton, Ark.—Granted assignment of license to J. C. Willis.

Granted licenses for following tv stations: **KNAC-TV** Fort Smith, Ark., ERP vis. 100 kw, aur. 58.9 kw, ant. 640 ft.; **WINR-TV** Binghamton, N.Y., ERP vis. 575 (DA), aur. 288 (DA), ant. 630 ft., and change studio location; **WCBC-TV** Anderson, Ind., ERP vis. 20.9 kw, aur. 11.2 kw, ant. 500 ft.; **WITN (TV)** Washington, N.C., ERP vis. 316 kw, aur. 158 kw, ant. 860 ft.; **KVIP-TV** Redding, Calif., ERP vis. 117 kw, aur. 58.9 kw, ant. 3600 ft.; **WHC (TV)** Pittsburgh, Pa., ERP vis. 316 kw, aur. 158 kw, ant. 1000 ft.

Granted licenses for following tv translator stations: **K70BF** City of Douglas Translator Committee, Douglas, Ariz.; **K73AL** Board of Education, Truth or Consequences Municipal Schools, Dist. 6, Truth or Consequences, N.M.; **W78AA** Frostburg Community TV Inc., Frostburg, Md.; **K75AJ** Seaside Video Club, Seaside, Ore.; **K74AQ** Emery County, A Public Body Corporate and Politic, Orangeville, Utah.

WMFC Monroeville, Ala.—Remote control permitted.

Actions of Jan. 14

WTTL Madisonville, Ky.—Granted assignment of license to Conway M. Smith and Hobert M. Thomason.

WFMJ-TV Youngstown, Ohio—Granted license covering installation of aux. ant. on interim ant. tower near main trans. and redescribe trans. location.

KFDA-TV Amarillo, Tex.—Granted license covering changes and redescribe studio and trans. locations (no change in coordinates).

WREX-TV Rockford, Ill.—Granted license covering changes in tv station.

WICS (TV) Springfield, Ill.—Granted license covering changes in tv station.

WPSD-TV Paducah, Ky.—Granted license

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Offices and Laboratories
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Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
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covering changes in tv station.

WFBC-TV Greenville, S.C.—Granted license covering changes in tv station.

WLEX-TV Lexington, Ky.—Granted license covering changes in tv station.

KSYD-TV Wichita Falls, Tex.—Granted cp to make changes in ant. system and ant. height above average terrain to 1020 ft. (by installation new tower adjacent to present one) and make other equipment changes.

WJMO-FM Cleveland, Ohio—Granted cp to replace expired permit for new fm station.

WPIK Alexandria, Va. — Granted cp to change ant.-trans. location; remote control permitted.

***WENH (TV) University of New Hampshire, Durham, N.H.**—Granted mod. of cp to change ERP to vis. 51.3 kw, aur. 25.7 kw, ant. 970 ft.; install new trans., change type of ant. and other equipment.

KEOS Flagstaff, Ariz. — Remote control permitted.

Actions of Jan. 13

WTVD (TV) Durham, N.C.—Granted assignment of cp to Capital Cities Television Corp.

WMUR-TV Manchester, N.H.—Granted involuntary transfer of control from Francis P. Murphy, deceased, to estate of Francis P. Murphy, Nashua Trust Co. and Agnes H. Fischer, executors.

KUEN Wenatchee, Wash.—Granted assignment of license to KUEN Bcstg. Co.

WFDS-FM Baltimore, Md. — Granted license for fm station.

KITE San Antonio, Tex.—Remote control permitted.

WDOT Burlington, Vt.—Granted change of remote control authority.

Actions of Jan. 12

KGEN Tulare, Calif.—Granted assignment of license to McMahan Bcstg. Co.

WLOD Pompano Beach, Fla.—Granted acquisition of negative control by each Arthur F. Harre and Leonard A. Versluis through purchase of stock from Wellington F. Shilling and Charles L. Johnston.

KMAK-AM-FM Fresno, Calif. — Granted transfer of control from McMahan Furniture Co. to Robert O. and George T. McMahan and Rebabelle McMahan Boswell.

KPAS Banning, Calif. — Granted relinquishment of positive control by Edwin J. and Jo-Ann B. Stevens through sale of stock to Harrison M. Fuerst.

WHSM Hayward, Wis. — Granted license covering changes in ant. system (increase height); condition.

KABY Albany, Ore.—Granted mod. of cp to change studio location and remote control point and change type trans.

Following stations were granted extensions of completion dates as shown: KMOX-TV (main trans.-ant.) St. Louis, Mo., to 3-15; KTAG-TV Lake Charles, La., to 7-9; KJEO (TV) Fresno, Calif., to 6-30, and KGNS-TV Laredo, Tex., to 4-20.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven on Jan. 15

Granted petition by Bridgeport Bcstg. Co. (WICC) Bridgeport, Conn., for extension of time to Jan. 14 to file exceptions to initial decision in proceeding on its am application.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Jan. 21

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,286	52	105	615
FM	543	37	122	74
TV	432[1]	83	104	105

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Jan. 21

	VHF	UHF	TOTAL
Commercial	435	80	515[3]
Non-Commercial	30	8	38[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Dec. 31, 1958

	AM	FM	TV
Licensed (all on air)	3,286	543	432[1]
CPs on air (new stations)	40	35	83[2]
CPs not on the air (new stations)	114	117	104
Total authorized stations	3,440	695	666
Applications for new stations (not in hearing)	470	44	38
Applications for new stations (in hearing)	124	29	70
Total applications for new stations	594	73	108
Applications for major changes (not in hearing)	478	31	37
Applications for major changes (in hearing)	48	0	17
Total applications for major changes	526	31	54
Licenses deleted	1	2	1
CPs deleted	0	0	1

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

By Hearing Examiner Basil P. Cooper on Jan. 15

Scheduled prehearing conference for Feb. 5 on am application of Intrastate Bcstrs., Pomona-Claremont, Calif.

By Hearing Examiner Annie Neal Huntting on Jan. 15

Scheduled prehearing conference for Feb. 5 on am applications of Valley Bcstg. Co., Lehighton, and Miners Bcstg. Service Inc., Kingston, both Pennsylvania.

Granted request by WJMJ Bcstg. Corp. for continuance of hearing from Jan. 22 to Feb. 25 in proceeding on its application and that of Young People's Church of the Air Inc., for fm facilities in Philadelphia.

Granted motion for continuance of date for service of exhibits under issue 12 from Jan. 16 to Jan. 23 and hearing from Jan. 19 to Jan. 29, at 2 p.m., filed by Broadcasters Inc., South Plainfield, N.J., in proceeding on its am application, et al.

By Hearing Examiner Charles J. Frederick on Jan. 15

Rescheduled hearing to reconvene at 9 a.m., Jan. 27, on am application of Radio Mid-Pom Inc., Middleport-Pomeroy, Ohio.

By Hearing Examiner Isadore A. Honig on Jan. 16

On own motion, continued without date hearing scheduled for Jan. 20 in proceeding on application of Blue Island Community Bcstg. Co., Blue Island, Ill., pending action on Blue Island's petition for leave to amend its fm application.

By Hearing Examiner J. D. Bond on Jan. 16

Confirmed order made on Jan. 16 hearing record and continued further hearing in New Orleans, La., ch. 12 proceeding, to date to be fixed by subsequent order.

By Commissioner T. A. M. Craven on Jan. 12

Granted petition by Broadcast Bureau for extension of time to Jan. 15 to file responses to petition by Upland Bcstg. Co., Upland, Calif., to enlarge issues in proceeding on its am application, et al.

By Hearing Examiner H. Gifford Irion on Jan. 15

Continued hearing from Jan. 30 to Feb. 10 on applications of Frank James and San Mateo Bcstg. Co., for fm facilities in Redwood City and San Mateo, Calif.

By Hearing Examiner Isadore A. Honig on Jan. 15

On request by KWEW Inc. (KWEW), Hobbs, N.M., extended time for filing proposed findings and conclusions from Jan. 16 to Jan. 23 and for replies thereto from Jan. 27 to Feb. 3 in proceeding on am application of KWEW Inc.

By Hearing Examiner Charles J. Frederick on Jan. 15

Scheduled hearing for 9 a.m., Feb. 27 on am application of Radio Mid-Pom Inc., Middleport-Pomeroy, Ohio.

By Hearing Examiner Thomas H. Donahue on Jan. 14

On motion by Tri-County Bcstg. Co., Laurel, Md., continued from Jan. 15 to Jan. 19 time for filing proposed findings in proceeding on Tri-County's am application et al.

By Hearing Examiner Forest L. McClenning on Jan. 14

Scheduled prehearing conference for Feb. 2 on applications of John H. Phipps and

Continued on page 103

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RADIO

Help Wanted—Management

Aggressive manager wanted for top Mississippi station. Must have good sales background. Write, wire, phone Ross Charles, WDDT, Greenville, Miss.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Station manager—For Florida property with tremendous potential. We need a stable, experienced man who can assume direction of all phases of a promising operation. Write, wire, or call with complete information including references and requirements. Hal King, WTTT, P.O. Box 8716, Jacksonville 11, Florida. Phone Raymond 4-2188.

Sales

Metropolitan Washington's number one station expanding sales force. 5000 watts, 24 hours a day. Genuine ground-floor opportunity. Top station, top money. Big modern chain. Rush snapshot, data, General Manager Box 134H, BROADCASTING.

Metropolitan market in southern New England area looking for aggressive, experienced salesman. Salary plus incentive. Will take over some existing accounts. Send resume and availability. Excellent opportunities for earnings and advancement with independent music and news station. Box 240H, BROADCASTING.

Salesman — Excellent opportunity for good producer. Strong independent, major Indiana market. $6000 plus. Box 449H, BROADCASTING.

First am station in major market offers immediate opening for experienced salesman interested in making real money. Self-starting ability a must factor. Box 479H, BROADCASTING.

Salesman for leading station in mid-south medium market. Good starting salary with opportunity for advancement. Box 522H, BROADCASTING.

Salesman-announcer. Idea man capable of doing morning show. Salary plus above average commission. Immediate opening. No floaters. KCHE, Cherokee, Iowa.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Expanding sales force. Wanted energetic, young, experienced radio salesman. Some local agency but mostly direct. State qualifications and salary requirements. Photo requested. Write Joe Wolfman, Sales Manager, KSON, San Diego.

Solid radio salesman wanted to take over established account list. Highly successful 1 kw soon to go to 5 kw. Opening created by staff promotion. Full details to WMIX, Mt. Vernon, Illinois.

Salesmen—Needed for our Florida stations. We have immediate openings for responsible, reliable, experienced men, salary plus percentage. Send complete details to Hal King, WTTT, P.O. Box 8716, Jacksonville 11, Florida.

Small-medium market managers-sales managers come to the city and sell for the south's most progressive negro radio group. Top salesmen make 8-10 thousand per year, advancing to managers making 12-15 per year. Opportunities unlimited, aggressive men 28 to 39. Send complete resume and photograph first letter. McLendon Ebony Radio, Suite 509 Lamar Life Building, Jackson, Mississippi.

Help Wanted—(Cont'd)

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Wanted: Topnotch announcer for major role in 1000 watt Pennsylvania daylight station. Good pay for right man! Send all first letter. Box 285H, BROADCASTING.

Rocky Mountain university town needs announcer with first phone. Send salary requirements, experience, air check. Box 355H, BROADCASTING.

Staff announcer for varied duties including news and sales. Wages open based on ability and experience. Box 404H, BROADCASTING.

Morning dj for home base of growing chain in year round vacation land. Happy sound! Fast paced in good taste. Only pros apply. Send tape, salary. Box 444H, BROADCASTING.

Staff announcer for independent Pennsylvania station. 48-hour week, large market, excellent salary plus over-time, vacations. Desire an experienced man looking for a permanent job in a chain organization with an opportunity for advancement. Tape and resume required. Box 455H, BROADCASTING.

Wanted—Combo man with first ticket for am station Virginia. Must be strong on announcing, engineering skill secondary, send tape and resume to Box 468H, BROADCASTING.

Good music station—3rd market! Knowledge or interest in classics and announcing experience necessary. Good salary, excellent future. Rush tape, photo, resume. Box 476H, BROADCASTING.

Gulf coast area station seeking staff announcer with experience, good employment record and personal background. Salary $85.00, 40-hour-work-week-opportunity for advancement. Send tape, resume, and photo. Box 504H, BROADCASTING.

Due to health reasons have immediate opening for combo man who can qualify at one of Florida's fastest growing independent daytime kilowatt stations on east coast of Florida. Send resume, photo, all details and salary expected immediately to Box 507H, BROADCASTING.

Modern music station in Michigan wants good, lively announcer for night deejay show. Good station, good working conditions, employee benefits. Experienced men only, personal interview a must. No tapes. Write Box 526H, BROADCASTING.

Play-by-play sportscaster for recreated baseball for ball season or fulltime by doubling in sales or announcing. Send tape illustrating real or simulated partial game recreation. Outline experience, marital status, salary requirements, references. Can arrange west coast interview. Outstanding opportunity in world's loveliest location. Contact Fin Hollinger, KPOA, Honolulu.

Good, mature announcer needed by top station in progressive west Texas city of 148,000. This station is now increasing power to 5,000 watts and offers a real future to right man. Rush complete background information and tape to Jerry Sanders, KSEL, Lubbock, Texas.

Help Wanted—(Cont'd)

Announcers

Wanted. Good announcer with selling experience. Immediate opening, permanent position. Salary commensurate with experience. Jim Duncan, KSIL, Silver City, N. Mex.

Expanding operation: Announcer—1st ticket, experienced. No maintenance. Rush tape, resume, photo. Also sales opening. WBRD, Bradenton, Florida.

Eastern North Carolina station needs experienced announcer immediately. Good future for right man. Send full information to Lee Hodges, WCPS, Tarboro, N. C.

50,000 watts in Miami. South's biggest music and news independent has immediate opening for top-rated disc personality to program to Miami's largest adult audience. Must be thoroughly experienced in music and news operation with broad production background and a warm, friendly approach with top on the air selling ability. No top 40 screamers. Send tape, resume, and photo to Ned Powers, WINZ, Miami.

WOC am-fm-tv, Davenport, Iowa, will accept qualified applications for anticipated radio-tv staff announcer position. Experience and board ability required. Address resume, picture, requirement and tape stressing dj work to program director.

Technical

Top Montana station needs chief engineer. Excellent opportunity for well qualified man. Must be able to handle directional pattern, remote control, maintain all broadcast equipment. Excellent working conditions and salary. Previous experience as chief necessary. Forward particulars and references to Box 399H, BROADCASTING.

Chief engineer. Capable of 5 kw installation, familiar with bridge, directional (we contemplate full time). Between 30 and 40, married, considers air work adequate (although this position requires minimum). Personal interview. We are within 300 miles Washington. $7000 per year to start. Future assured good man. Write Box 490H, BROADCASTING.

Due to health reasons have immediate opening for combo man who can qualify at one of Florida's fastest growing independent daytime kilowatt stations on east coast of Florida. Send resume, photo, all details and salary expected immediately to Box 507H, BROADCASTING.

First phone engineer. Some experience preferred. Must have car. No announcing. Fred Epstein, KSTT, Davenport, Iowa.

Chief engineer, experienced! Must do maintenance. Announcing helpful, but not essential. Immediate opening. Right pay for right man. Mail qualifications. WLAS, Jacksonville, N. C.

Need fully experienced engineer about 24-30 years old for responsible position. Good pay and expenses. Call Al Evans, WOKJ, Jackson, Mississippi. Fleetwood 3-3733.

Help Wanted—(Cont'd)

Technical

Electronic engineers: Competent communications engineers needed for all aspects of large-scale broadcasting station design. To design communications systems and specify the component equipment required. Smith Electronics, Inc., 4501 W. Pleasant Valley Rd., Cleveland 29, Ohio. VI 2-0686.

Production-Programming, Others

Washington, D. C. market's #1 station needs sharp female copywriter. Modern, expanding station. Fabulous opportunity, top money. Rush snapshot, data. Box 362H, BROADCASTING.

News director, midwest metropolitan station. Must know how to stress local news in rapid fire modern style. Excellent production aids, beeper phones, mobile unit available. Send tape, photo, background. Box 378H, BROADCASTING.

Modern radio production director-announcer. Top rated 5000 watts around clock. 10th largest market. Leading chain, top pay. Send tape, photo, letter Box 384H, BROADCASTING.

Progressive station in upper midwest needs top am and tv news man and tv traffic-copy. Stable, growing market. Excellent schools, housing, churches available. Company pension and hospitalization plans. Excellent opportunity for advancement. Send complete details and photo immediately. Box 396H, BROADCASTING.

Newsman with ability to do more than routine news. We want man who can develop stories, write features, do personality interviews, present news from different angles. We're a Pennsylvania small market but we are trying to be different than the usual small market station. Prefer man who can announce well enough to present major newscasts. Send details of experience, recent snapshot or photo, salary requirements and any other pertinent information to Box 403H, BROADCASTING.

We need an A #1 pd, must know Storz-McClendon-Bartell type operation thoroughly and must do a few hours on the board. Top station—top 50 markets, top pay, top benefits. Send complete resume, tape and details to Box 520H, BROADCASTING.

Experienced newsman needed immediately in fully equipped radio newsroom. Good wages, many fringe benefits. Must gather, write and broadcast news. Write or phone WTTH, Port Huron, Michigan.

Peter Smith, 222 West 59th Street, NYC, Judson 2-0148 or P.O. Box 493 Huntington, Long Island, Hamilton 1-3821, Commercial writers agent radio-tv (jingles etc.), excellent contacts.

RADIO

Situations Wanted—Management

General manager—Expert in formula radio. Wants large market station. Running top formula station medium market 3½ years. Box 256H, BROADCASTING.

Manager, now employed has twelve years experience. Mature man with proven ability to build a profitable station. Family man, stable, two and a half years with present station. Interested in any good opportunity. Prefer a new station in the south. Box 380H, BROADCASTING.

General manager, 9 years from ground up. Family man, college graduate, first phone, fine references. Box 381H, BROADCASTING.

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 42. Confidential. Box 409H, BROADCASTING.

Manager—sales manager, operate your station at a profit, strong on sales, production. Married, sober, ambitious. Box 448H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Qualified manager or sales manager, eight years experience all phases. Strong on sales, programming, sports, music. Married, reliable, desire security, advancement. Full particulars first letter. Box 464H, BROADCASTING.

General manager, over 25 years experience seeking small market with possible stock opportunities. Box 477H, BROADCASTING.

Need a manager? Station in trouble? Can't pay much and prove it? Willing to shoot square with me? Let's talk; it's cheap. Write Box 487H, BROADCASTING.

Successful commercial manager will manage your varied program station. Six years: sales, programming, announcing. University graduate, A.B. in radio. Active: Gideon, Rotarian, B.S.A. Married, 30, new station wagon. Will help build new station. Should give present employer 30 days notice. Box 493H, BROADCASTING.

Available at once, top reference, personal interview arranged. Experienced all phases of radio and promotions, sober, married, one child. Travel anywhere. Work salary or % of profit. Presently employed and bonded. Write Box 502H, BROADCASTING.

General manager or sales manager, 31, family, experienced, four years medium market general manager. Desire change. Box 503H, BROADCASTING.

Sales

Good sales technique. Prefer deal including air work. Versatile. Write copy. Operate board. Box 226H, BROADCASTING.

Salesman-announcer. Interesting background in and out of radio. Experience all applicable. 35, married, 2 children. Box 379H, BROADCASTING.

Will trade. Sixty hour week and seven years radio sales-programming-dj experience for managerial opportunity. Salary second to opportunity and profit percentage. Box 491H, BROADCASTING.

Sales executive, 10 years experience, desires opportunity to establish N.Y. office multiple station group. Box 500H, BROADCASTING.

Announcers

Girl-dj announcer. Run own board. Can sell too. Eager, capable—production, publicity, promotion. Steady, no bad habits. Box 232H, BROADCASTING.

Announcer, young. Eager to learn. Good background. Cooperative. Operate board. Box 278H, BROADCASTING.

Negro announcer/dj. Capable: Sales, music, controls. Good background. References. Box 279H, BROADCASTING.

Personality-dj; capable copy, sales, gimmicks Cooperative, reliable. Operate board. Box 281H, BROADCASTING.

Announcer-dj. 2 years experience. Run own board, go anywhere. Box 286H, BROADCASTING.

Announcer—Experienced. Also sales, service, production-writer. Radio-tv. Good news, sports, commercials. Industrious, enthusiastic. Draft exempt. Box 343H, BROADCASTING.

Announcer, 1st phone, 29. Employed. 5 years varied experience. Family man, reliable, conscientious. Looking for permanency and future in west or midwest. Box 371H, BROADCASTING.

Announcer, 6½ years experience seeking progressive station. Can and has done everything. Box 375H, BROADCASTING.

Country music first love! DJ, versatile. Guitar. Staff announcer. Third, no youngster. Permanency desired. Box 392H, BROADCASTING.

Recent graduate professional radio school. Versatile announcer excels in sports. Prefer small market in northeast. Box 406H, BROADCASTING.

Announcer, disc jockey. Graduate of professional broadcasting school. Love all music. Great knowledge of recording business. Single. Operate board. Prefer northeast. Box 440H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, versatile, operates board, good disc jockey, tape, photo, resume upon request. Prefer New England. Box 442H, BROADCASTING.

Negro announcer, no clown, sensible and intelligent delivery, network quality, desirous of eastern or west coast spot. Rush. Box 445H, BROADCASTING.

Here's your man! Announcer, program director, production manager and continuity. 9 years experience. Desire progressive adult programming station. Available now. Will travel. Box 447H, BROADCASTING.

Announcer—First phone, experienced, will travel. Will consider all. Box 450H, BROADCASTING.

Young, ambitious, family man. Has: FCC license, 2 years radio announcing, television degree, radio employment. Wants: start in television with possible promotion. Box 456H, BROADCASTING.

Announcer, versatile, operates board, good disc jockey, single, will send tape, photo, resume upon request. Box 443H, BROADCASTING.

Oregon, California, 7 years experience, announcer, program director. Mature, capable, creative, cooperative. References, personal interview. Box 458H, BROADCASTING.

Announcer—10 years; young, single, college grad; music-news — programming background; morning personality; employed; salary, benefits, future first letter please. Box 459H, BROADCASTING.

Recent graduate of radio school desires position in south or southwest. Married. Box 462H, BROADCASTING.

First-phone announcer, 9 years experience, desires work in northwest. Very dependable. Good voice. Box 465H, BROADCASTING.

Experienced announcer, family, will settle east for good pay, good working conditions. Now in large city competitive market, 1st ticket. Box 469H, BROADCASTING.

Staff announcer five and one-half years experience. Also sales, continuity, studio engineering. Age 35, married, draft exempt. Willing locate anywhere. Minimum salary weekly $80.00. Box 470H, BROADCASTING.

Announcer-dj; recent professional radio school graduate. Trained all phases. Operate board. Prefer northeast. Tape, resume on request. Box 471H, BROADCASTING.

Former McLendon dj and pd. Four years present market. Seeking security and future in major market. Current salary $125. Know my music and sports. Bachelor, 28, sober. Box 472H, BROADCASTING.

PD, announcer: experienced, dependable staffer. 9 years radio, tv, agency. College grad. Travel. Box 474H, BROADCASTING.

Ten years, all-around announcing, with solid references. Finest of background, veteran with college. Have program director experience, and news background. Prefer night work. Box 475H, BROADCASTING.

Country music deejay, recording artist, nationally known, top man, 29, sober, reliable, best references, know radio promotion, production, energetic, employed. Desire to relocate. Box 480H, BROADCASTING.

Different style, relaxed dj, perfect late or all nite. Experienced. Box 481H, BROADCASTING.

Do you need thoroughly trained, reliable family man to program, help manage, announce at small southeast market? They're hard to find but here's one available for reasonable money and future. 10 years experience, now at 50 kw, degree, best references. Box 482H, BROADCASTING.

Polished announcer. Handle board. Desires news or dj position evenings and/or Sundays within driving distance Philadelphia. Thorough knowledge music. Some experience. College grad. Tape, resume, references. Prefer personal audition. Box 492H, BROADCASTING.

Graduate: College, radio school, desires situation Washington (D.C.) area. Box 496H, BROADCASTING.

Situation Wanted—(Cont'd)

Announcers

We're a deejay. That is, I'm an us. We're an unbreakable set. Let us know (uh, better let me know—I don't trust the others) if you've a slot open, preferably after midnight. We'll air-sell for you and entertain your listeners, all for the paltry sum of $150. Box 237H, BROADCASTING.

Personality dj—imaginative performer—excellent news and commercial delivery. Friendly style makes listeners friends. $8000. No sign-on, please. Box 238H, BROADCASTING.

Attention all radio station managers. For the new sound in radio meet Bill from Milwaukee and John from England. Have good show and will travel. Box 501H, BROADCASTING.

Announcer-engineer. First ticket. Experienced, married, no children. Now employed in Louisiana. Prefer southeast. Box 508H, BROADCASTING.

Personality dj. Looking for swinging top "40" operation. Tight cues and good production. Married, age 26, one child. Presently employed. Box 512H, BROADCASTING.

Announcer-dj, operate board. Recent professional radio school graduate. Co-operative, reliable. Prefer small market. Tape, resume, photo on request. Box 513H, BROADCASTING.

Announcer, good morning man, prefer small station in New England or south. Box 516H, BROADCASTING.

Announcer, news, production, copywriting, also 1st ticket, Florida only. Prefer vicinity Orlando. Box 517H, BROADCASTING.

Successful 21 year old disc jockey now employed at 5000 watt station in small town, would like to move to station in large city. College graduate. Like playing top 40 and rock and roll. Must give present employer two weeks notice. Box 518H, BROADCASTING.

Can talk or shut up! Experienced, intelligent. Take tape and see. Box 519H, BROADCASTING.

Announcer, single, 27, army vet, broadcast recruit, college grad, one year law school, radio school grad. Deep authoritative voice. Box 524H, BROADCASTING.

Young announcer, heavy potential, light experience. Bilingual. Some college, radio school grad. Single, vet, smooth, relaxed delivery. Box 525H, BROADCASTING.

Variety man strong on news $100 per week. Box 527H, BROADCASTING.

Staff announcer. First-class ticket. College background. Classical, popular, folk music. Will work. Nick Carter, 510 16th Street, Oakland, California.

Experienced, attractive girl announcer—married. Prefer New York, but will go anywhere if car not necessary. Worked with Ray Starr one of the greatest go-getters in radio. Operate board, copywriting time sales. Gloria Charles, 11 Riverside Drive, New York City, % Rotolo.

Experienced woman announcer - continuity writer. Excellent references. Upper midwest preferred. Lois Dietz, Nashua, Iowa.

Top discomedian. 37. Wrongly wedded to present station, divorcing on grounds non-support, incompatibility, seeking permanent mate. 15 years top-rated, far above-average radio-tv with "savvy," know-how, phenomenal comedy ad-lib, excellent sales success. Zany but intelligent humor. Miami, Dallas, Milwaukee, New Orleans, also McLendon, Bartell experience. Emceed Mutual net show 1½ years. Friendly departure with present boss. Tape, excellent references, brochure. $225 per week. DJ, 342 Carilla Lane, Columbus 4, Ohio.

Experienced announcer-news director seeks re-location in the Michigan area. Presently employed. Jim Goodspeed, KMAN, Manhattan, Kansas. 8-4451.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer—All phases, strong on country and gospel music. Family man, best references. Contact Bob Henderson, 1920 Virginia Ave., Knoxville, Tenn. Phone 3-2454 Knoxville.

Young announcer specializing in sports and dj. Audition tapes available. Write Arnie Mann, 221 East Second Street, Brooklyn 18, New York.

First phone announcer. Fast, bright, tight production one year experience, 24, married. California only. Bob Tobin, 470 South Almont Drive, Beverly Hills, California.

Technical

Chief engineer—Experience 5k am directional high power fm, multiplex, remote control installation, maintenance, supervision. Age 40. Best references. Box 422H, BROADCASTING.

First class phone. Married. Dependable. Must work in the New York metropolitan area. Experienced. Box 451H, BROADCASTING.

Old fashion chief enginer announcer that still believes in good radio looking for job at station with same views. Thoroughly experienced in construction and maintenance am, fm and da. Married, family, non-drinker. Good reason for change. East Texas at present. Permanent only and complete information first letter, please. Box 483H, BROADCASTING.

Experienced all phases. Have worked large and small market radio. Good engineer, good announcer, enough sales experience to believe I have potential. Want job with management possibilities. Box 489H, BROADCASTING.

Combo man, seven years at present position with Pennsylvania network affiliate, desires relocation in major west coast market. Will serve in either or both capacities. Sincerely interested managers furnished all particulars on request. Box 497H, BROADCASTING.

Production-Programming, Others

Experienced program manager, 6 years radio. Presently employed. Excellent air man. Box 368H, BROADCASTING.

News director—16 years experience, available for large market operation. Box 446H, BROADCASTING.

Producer-director — creative, capable. B.S. Degree, three years experience radio, tv writing, production, including comedy, variety, musicals, news, sport remotes, public affairs, kids shows. Presently employed three-station market. Must relocate due to station cutback. 25, single, excellent references. Box 457H, BROADCASTING.

Creative idea man for sales presentations, copy-continuity-traffic. Minimum $300.00 month. Locate anywhere. Family. Need job immediately. Box 467H, BROADCASTING.

Live wire program director currently unhappy in major network affiliate in one of top 5 markets. Goofed! . . . so want to relocate with an aggressive music/news operation. Anywhere! 12 years radio, includes McLendon and friends. Wire, write, confidentially, Box 488H, BROADCASTING. Whew! Help!

Program director experienced all phases radio. Formula or block. Midwest only. $115 start. Box 499H, BROADCASTING.

Continuity director, woman. Eleven years radio-tv. Fast, versatile, cooperative. Excellent references. Box 510H, BROADCASTING.

News. Reporter, broadcaster, director. Experienced, reliable, conscientious. Personal interview preferred, in midwest. Box 511H, BROADCASTING.

TELEVISION

Help Wanted—Sales

Top-rated California vhf network affiliate has immediate opening for aggressive salesman interested in improving income and future. Send complete resume including experience, sales record, personal history and recent photo to Jon Kelly, Local Sales Manager, KCRA-TV, Sacramento, California.

Help Wanted—(Cont'd)

Sales

Sales position open with top network station in upper south. Excellent list of accounts with big dollar volume to the man qualified to service these customers. Promotion in sales department makes this spot open. Salary guaranteed and attractive commission arrangements, starting with first dollar in sales. We want a man who will be unhappy with less than $8,000-$10,000 in 1959. We have no maximum. Living and working conditions excellent, good schools and churches of all faiths. Television market exceeds 400,000 sets. Will consider radio experience with A-1 sales record. We will teach you television. This is a character station with good rates, policies. Write all about yourself, family and experience. Send snapshot if one available. Do not delay writing Box 330H, BROADCASTING.

Technical

Transmitter engineer first phone, experience with RCA uhf equipment essential. Midwest station. Excellent opportunity for right man. Send complete resume and recent photo. Box 364H, BROADCASTING.

Tired of snow, move south. Need experienced engineer. Paid insurance, retirement and other benefits. WAIM-WCAC-WAIM-TV, Anderson, S. C.

TV transmitter supervisor for mountain top DuMont installation. Must have experience. C. E., WPTZ, Plattsburgh, New York.

Production-Programming, Others

Commercial artist—for promotion department, radio-tv operation, Virginia. Send samples, brochure, picture, complete background information to Box 463H, BROADCASTING. All replies answered, all material returned.

Creative commercial copywriter, experienced in tv and radio. Position open March 1. Excellent opportunity with top operation. Mail complete details with sample work to Program Director, KRNT, Des Moines, Iowa.

Experienced television copy writer. Send resume, samples, and salary requirements to Program Manager, WANE-TV, Fort Wayne, Indiana.

TELEVISION

Situations Wanted—Management

General manager with proven small market record available for personal interview. Box 478H, BROADCASTING.

Sales

Radio-tv sales executive desires affiliation with major-market station. Excellent references. 10 years same station. 16 years experience. Write Box 358H, BROADCASTING.

Announcers

Tv announcer on camera, booth, presently employed. Looking for more. Young, married, family. Tape, photo, resume on request. Box 460H, BROADCASTING.

Weather, news, sports, commercials. Can expect good job. Some directing. Midwest only. $110 start. Box 498H, BROADCASTING.

Booth announcer for new station. Good sounding. No television experience, but some radio experience. Box 506H, BROADCASTING.

Announcer-director-production. 4 years television, 13 years radio. Presently employed. Prefer far west. Minimum $650. Box 515H, BROADCASTING.

Technical

11 years experience. Planning maintenance and construction. 7 years supervisory. Northeast preferred. Box 389H, BROADCASTING.

Chief of small tv station wants opportunity in larger operation. Experienced am, uhf, vhf maintenance and construction. Box 414H, BROADCASTING.

TV technician. First phone, experienced all phases studio operation and remotes. One year with large vhf. Comes with highest recommendations, available immediately. Box 494H, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Maintenance and control-room operator, 1st phone. Excellent training. Desires position in tv broadcasting. Available immediately. Box 521H, BROADCASTING.

Qualified young man seeks position in engineering department. Have first phone. Will travel. Available immediately. Box 523H, BROADCASTING.

Production-Programming, Others

Experienced newsman: Now heading vhf-am newsroom. Consistently ahead with regional, national news. News-in-depth specialist. Seeking news directorship or good staff job. Member RTNDA, NPPA. Authoritative delivery, top references. Box 303H, BROADCASTING.

Need teen show? Kids show? Women's feature? Specials? Live productions. All kinds. S-V Productions. Box 430H, BROADCASTING.

Producer-director: 3 years tv vhf production, 3 years radio. Film, continuity, sales experience. Vet, 28, married, college degree. Will locate anywhere. Box 461H, BROADCASTING.

Production manager: 9 years radio, tv, film. Currently production manager film division of ad agency. Solid professional background. College grad. Will travel. Box 473H, BROADCASTING.

No apprentice, but a proven program man backed by over five million dollars worth of multi-vhf market, station executive experience, ten years daily building with tv and a record in the "books" and on the ledgers of: 1. "Putting on", programming and overall operational responsibility for the first ABC consistently dominating prior established CBS and NBC, vhf competition. And . . . back to back. 2. "Putting on" and programming what Ollie Treyz calls "The top ABC affiliate in the country." Plus a prime news and public service record repeatedly documented in national awards. Eyewitness references from people who know and you know in station management, networks and sales. Young 40. Family. Ready for an honest, permanent program challenge and/or management opportunity. John Q. Quigley, Box 495H, BROADCASTING.

Skilled young man desires any tv production assignment, assistant director, floor manager, camera, audio, etc. College graduate, with experience in tv production. Available immediately, anywhere in U.S. Box 505H, BROADCASTING.

Talent and production—female, professional school graduate, experienced, no preferred location. Information upon request. Box 509H, BROADCASTING.

IMPORTANT ANNOUNCEMENT

Effective February 2, 1959, all Classified FOR SALE-STATIONS advertising from individuals or brokers must be in the form of display advertising, minimum one inch (2¼" wide by 1" deep).

The one time rate for an inch display, is $20.00. The 13 time rate is $19.00. The 26 time rate is $17.50. The 52 time rate is $15.00 per inch. Proportionate inch rates apply for larger units. (Example: 1½" display on the one time rate costs $30.00.)

If proofs are desired before publication, the deadline is 10 days in advance of Monday publication. Otherwise, final deadline is 7 days in advance, no proofs.

Situations Wanted—(Cont'd)

Production-Programming, Others

TV production man 23: Experienced complete television studio production and equipment with large vhf station. Also done tv and radio sales, promoted stage shows, hops recording stars, bookings, etc. Full of ideas, will relocate anywhere. "Please". Write Box 514H, BROADCASTING.

First phone announcer-engineer. Thorough knowledge television, radio, ranging from maintenance to management. Presently employed in television as announcer — all around engineer. Seeking employment in higher paying market, offering opportunity in exchange for loyal, energetic service. Call Louis Anthony Ullo, Juniper 8-1978, or write 9202 South Tacoma Way, Tacoma, Washington.

FOR SALE

Stations

Southwestern 500 watt daytimer, single station market. Over 500 retail businesses; equipment only two years old. Excellent opportunity for owner-manager. $40,000 cash for quick sale. Box 266H, BROADCASTING.

Exclusive daytimer, 500 watts, excellent facilities, clean, profitable operation. Price $80,000, with $25,000 down. Growing southwest market. Box 441H, BROADCASTING.

Fulltime medium market station $190,000; $50,000 down payment; daytime monopoly market station $70,000, terms; upper south area. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Northwest 250-watt fulltimer for sale to settle estate. Price sixty thousand, $25,000 down and balance on reasonable terms. Box 797, Rancho Santa Fe, Calif.

KCHS says: For the truth, this property is worth the $44,000 asked this week, so don't pay the consequences and let it get away. Good terms, Box 351, Truth-or-Consequences, New Mexico.

Gulf coast area medium market, diversified area, $97,500; terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

California southern-market kilowatt $110,000.00. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Purchase opportunity Great Plains state, medium market $60,000 down payment $208,000 total. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

California-quarter-kilowatt $25,000.00 cash full price. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Southwest large market, $325,000, terms; small market $30,000, $15,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

West-coast quarter-kilowatt $60,000.00. $25,000.00 down. Balance 5% interest. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Major market station in southeast $250,000. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Equipment

General Radio equipment in excellent condition. 759 sound level meter and 760 sound analizer. Cost approximately 700.00. First 395.00 takes both. 726A VTVM like new 75.00. Box 452H, BROADCASTING.

Six Western Electric 618A microphones 90.00 each and two 630A eight balls 65.00 each. All of these microphones are like new. Box 453H, BROADCASTING.

FOR SALE—(Cont'd)

Equipment

Presto PB17 eight hour mechanism in Presto CC4 console cabinet. Excellent condition. Original cost approximately 850.00. 475.00 crated fob shipping point. Box 454H, BROADCASTING.

FM transmitter. RCA 1-kilowatt model BTF-1C. Immaculate condition. KPEN, Atherton, California.

Console tape recorder—RCA-RT11B like new with complete remote control. Make offer Henry Niederkofler, Chief Engineer, WCUE, Akron, Ohio.

Auricon model 70 200 ft. camera one inch F1.9 Eastman lens. Highly modified N.R. 25 type amplifier. Snd. track bias reverse for positive track on neg. film and normal. Individual two mike inputs. Mike, 25 ft. cable Auricon tripod with pan head $700.00. Write or call for details. Thom Pigneguy, Film Director, WTVO-TV, Box 470, Tel. 3-5413. Rockford, Illinois.

4 Bay Collins ring antenna (96.5), 600' of 3⅛" Andres #562 transmission line, elbows, reducers to adapt to any transmitter. $3300.00 fob Milwaukee, Wis. Contact Charles Lomas, Rt. #2, Box 270B, Menomonee Falls, Wis. or phone 5881.

WANTED TO BUY

Stations

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

Capable and proven party wishes to lease medium size station. Southeast preferred. Box 12, Tuscaloosa, Alabama.

FM station in metropolitan area. Write Percy Crawford, P.O. Box #1, Philadelphia 5, Pennsylvania.

Equipment

Urgently need 5-10 watt working 940 MC Audio STL, receiver, cable and antennas. Box 405H, BROADCASTING.

2 kw RCA tv lowband transmitter preferably TT-2AL. Box 486H, BROADCASTING.

Wanted: Used disc recording equipment in good condition-broadcast quality. KASI, Ames, Iowa.

Wanted: Used limiting amplifier. State model and price wanted. Have for sale or trade three 16" Fairchild pickup arms, model 202 with equalizers. Manager, KAYS, Hays, Kansas.

Rear screen projector. State make and model, price and condition first letter. KWWL-TV, Waterloo, Iowa.

RCA TTR-1 microwave system. Give condition and price. John Shott, WHIS-TV, Bluefield, West Virginia.

Used proof of performance package. Cheap. Okay if needs small repair. WKBL, Covington, Tennessee.

Wanted: Types 6181, 6448, 5563-A, 1850-A (Iconoscope), 10SP4-A tubes, used or new. Send full details to Glenn W. Winter, Chief Engineer, WSBA-TV, York, Pennsylvania.

Used electronics only for Ampex 350. Wally Heider, Sheridan, Oregon.

Want cameras, tv fm, am, transmitters, studio terminal equipment. Also want DuMont fm exciter type 5067B for transmitter 1000/2000. Reply, Technical Systems, Corp., 1201 43rd Avenue, Long Island City 1, New York.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. 1025 Lincoln Street, Denver 3, Colorado.

Introductory offer! Over 1000 riotous airworthy gag-lines $3.00! Edmund Orrin, 1819-E. Golden Gate, San Francisco 15, California.

BUSINESS OPPORTUNITY

Phenomenal potential earnings await $10,000 investment. Station owners preferred. For details write Box 466H, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2. 821—19th Street, N. W., Washington, D. C.

First-phone in six weeks. Intensive training in resident class. Broadcast and dj training included, no extra cost. Pathfinder Radio Services, 510 16th St., Oakland, California. TWinoaks 3-9928.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School. 3805 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

First phone license by correspondence. Coaching until license secured. Effective-inexpensive-minimum time. Pathfinder Radio Services, 510 16th St., Oakland, California.

TV tape recorder. Correspondence course and home construction details. Build your own television recorder. Complete Course and Construction details $18.75. B. Carrier Co., 5880 Hollywood Blvd., Hollywood 28, California.

RADIO

Situations Wanted—Announcers

DISC JOCKEY

Presently employed in one of the top 10 markets, by Network affiliate. With net, this station won't swing! I'm looking for indie operation that moves. Eight years with Nation's top radio and tv stations.

Box 484H, BROADCASTING

Production-Programming, Others

PROGRAM DIRECTOR

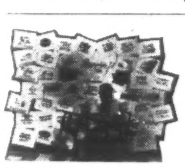
Major market dj seeks to move into Management. Want station that will give authority with title. Would like to take "sick" station and make it "healthy," with progressive format, and "swingin' sound." 8 years.

Box 485H, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others



$6,000 Television Artist . . . Studio Display Man Available Soon . . . Contact Ron Jones Gooding, Idaho Phone: WE 4-4195

FOR SALE

Stations

FOR RENT

110 seat screening theatre
10th floor, 325 W 44 St., NYC
Fully air-conditioned
Private entrance
Call MUrray Hill 9-3854 or write Box 548-B, 300 W. 43 St., N. Y. 36

WANTED TO BUY

Equipment

WANTED—WANTED—

BC-507-x	freq monitor	$125
BC-223-m	freq monitor	$150
BC-221	freq monitor	$ 80
BC-906-C	freq monitor	$ 12
BC-312	receiver	$ 60

Cash paid for units in good condition
Southern Electronic Products
Atlanta 1, Georgia

EMPLOYMENT SERVICE

A Specialized Service For
Managers Commercial Managers
Chief Engineers Program Managers
CONFIDENTIAL CONTACT NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

THE DYNAMIC CENTER OF A GROWING AMERICA
WELCOME SOUTH BROTHER!
Offering Tremendous Opportunities
TO: TV Announcers RADIO Announcers
Engineers Engineers
Immediate Openings Available
Write—Wire—Phone
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
JA 5-4841

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

Georgia State Board of Education for new tv stations to operate on ch. 8 in Waycross, Ga.

By Chief Hearing Examiner James D. Cunningham on Jan. 13

Denied petition by Patrick Henry Bcstg. Corp. (WHEE), Martinsville, Va., for leave to intervene in proceeding on am applications of Old Belt Bcstg. Corp. (WJWS), South Hill, Va., and John Laurino, Scotland Neck, N.C.

By Hearing Examiner Jay A. Kyle on Jan. 14

Denied motion by Walter G. Allen, Huntsville, Ala., to quash notice of intention to take depositions in proceeding on his am application and that of Marshall County Bcstg. Co., Arab, Ala.

By Hearing Examiner J. D. Bond on Jan. 13

Formally stated rulings made on record at Jan. 9 third hearing conference disposing of various filings in proceeding on am applications of Berkshire Bcstg. Co. (WSBS), Great Barrington, Mass., and Naugatuck Valley Service Inc., Naugatuck, Conn.; scheduled hearing on March 3; granted request for substitution of WTEL Inc., as party respondent, in lieu of Foulkrod Radio Engineering Co.; ordered Jan. 14 as effective date of order for appeal purposes.

By Hearing Examiner Forest L. McClenning on Jan. 13

Granted motion by Russell G. Salter Inc., Dixon, Ill., for leave to amend its am application by mod. of DA proposal.

PETITIONS FOR RULE MAKING FILED

Wm. Penn Bcstg. Co. (WPEN), Philadelphia, Pa. (1-13-59) — Requests rule-making proceedings in order to authorize regional stations to operate with powers up to 25 kw. Announced Jan. 16.

License Renewals

Following stations were granted renewal of license: KCOG Centerville, Iowa; KDEC Decorah, Iowa; KFAL Fulton, Mo.; KGBX Springfield, Mo.; KGHM Brookfield, Mo.; KLGA Algona, Iowa; KLWT Lebanon, Mo.; KODE Joplin, Mo.; KOKX Keokuk, Iowa; KSIB Creston, Iowa; KSIS Sedalia, Mo.; KSMN Mason City, Iowa; KTCB Malden, Mo.; KWVY Waverly, Iowa; KBOA-FM Kennett, Mo.; KFUO-FM Clayton, Mo.; KGLO-FM Mason City, Iowa; KROS-FM Clinton, Iowa; KCMO-FM Kansas City, Mo.; KTTS-FM Springfield, Mo.; KWOC-FM Poplar Bluff, Mo.; KWPC-FM Muscatine, Iowa; KWPM-FM West Plains, Mo.; WHO-FM Des Moines, Iowa.; WOC-FM Davenport, Iowa; *KCUR-FM Kansas City, Mo.; *KDPS (FM) Des Moines, Iowa; *KSLH (FM) St. Louis, Mo.; *KSUI (FM) Iowa City, Iowa.

NARBA Notifications

CANADIAN

List of changes, proposed changes and corrections in assignments of Canadian broadcast stations modifying Appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting.

980 kc

Montreal, P.Q.—10 kw, DA-1, U. Class III. EIO 12-15-59. Mod. of notification on list 114. New.

1080 kc

Prince Rupert, B.C.—5 kw, DA-1, U. Class II. Delete assignment. New.

1110 kc

Cornwall, Ont.—1 kw, DA, D. Class II. EIO 12-15-59. Location 45° 00′ 27″ N., 74° 37′ 05″ W. New.

1230 kc

CKBB Barrie, Ont.—0.25 kw, ND, U. Class IV. Delete assignment, vide 950 kc.

Midland, Ont.—0.25 kw, ND, U. Class IV. EIO 12-15-59. Location 44° 43′ 35″ N., 79° 53′ 38″ W. New.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Help your family to a healthy, happy winter . . .

THERE IS, of course, no *sure* way to escape colds and other respiratory ailments during the raw and chilly months of winter. But there are certain safeguards that you can take *now* to help you go through this season in better health—and enjoy some of those invigorating days that the winter season always brings.

Keep in top physical condition. If you neglected to have a health examination during the past year, now's the time to see your doctor for a check-up. If you're especially susceptible to colds, he may want to give you one of the immunizing agents to increase your resistance.

Eat a well-balanced diet. Food provides fuel for warmth and energy . . . and what you eat has an effect on whether you catch colds easily and whether you recover *quickly* from an illness. If your meals—including a good breakfast—are based on a wide variety of foods, you can be sure of getting all the proteins, vitamins and minerals you need.

Get lots of rest and sleep. Fatigue can lower your resistance to respiratory diseases. Plenty of rest, sleep and recreation can help you avoid that "run-down" feeling that so many people complain of during the winter season.

Stay away from people who have colds. When someone has a respiratory disease, it's easy to pick up germs from the sick person. Be particularly careful to protect young children from people who sneeze and cough carelessly.

Avoid drafts and chilling and always wear clothing suited to weather conditions. It's also wise to stay out of crowds.

If you protect your health in these ways, the chances are that your resistance to colds, virus infections and pneumonia will be increased. In the event you develop one of these ailments, your ability to fight the infection and recover quickly will be greater.

Remember that the danger of the common cold lies mainly in other infections that may follow it. So, if your cold is accompanied by fever, a persistent cough, or a pain in the chest, face or ear, call your doctor promptly.

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OUR RESPECTS TO Walter Ingalls Kingsley

Powerfully-built Walter I. Kingsley crashed his way into the tv film business, but not through brawn. An auto accident lifted him out of a carefully planned medical career and into a top post in the tv film field.

The transition, though, was not quite as quick as the accident itself.

The auto mishap happened in an instant on Jan. 26, 1946, and 12½ years later Mr. Kingsley at the age of 35 became president of Jack Wrather-formed Independent Television Corp. In the interval, Mr. Kingsley had a crack at several different lines of endeavor.

Shirt-sleeve work and youthful drive characterize ITC's burgeoning effort to become the biggest tv film entity of its kind in the world (target is 1960). They also describe Mr. Kingsley to a "T"—it has to be that way, he says. ITC is a $25 million tv film production-distribution-financing company established for world-wide operation by the Jack Wrather Organization, Beverly Hills, Calif., and Associated Television Ltd., London.

The Forward Look • Half the age of many a steel-grayed board chairman, Mr. Kingsley sees a challenge ahead over which work and youth can triumph. Across his well-tooled desk at ITC's headquarters in the Look Bldg. on Madison Ave. pass memoranda detailing the firm's forward look in film as well as the routine of day-to-day operation.

On Oct. 20, 1923, in New York City, Samuel Kingsley (now with the brokerage firm of Kingsley & Southwood, member of the New York Stock Exchange), celebrated the arrival of his second son, Walter Ingalls Kingsley. Walter was brought up in suburban Larchmont along with brothers Jerry, the eldest, and Leonard, who is younger. He attended Phillips Academy at Andover, Mass., and in the summer of 1942 enrolled in pre-medical study at Amherst College.

A year later he was in the Army continuing pre-med and in 1944 married Betty Bower of Fort Smith, Ark., a U. of Chicago student. Admitted to the U. of Minnesota to complete his pre-med, Mr. Kingsley in 1946 was driving to the separation center at Camp Atterbury, Ind., with his wife when the accident occurred.

Ticket Taker • That changed a few things. First it took the Kingsleys back to New York where he took a job as ticket salesman with American Airlines and his wife with Sky Chefs at La-Guardia Airport while recovering from minor injuries. In June of that year it was Amherst again and another round at pre-med but economics were catching up and appropriately Mr. Kingsley switched from medicine to an economics major.

At this time, Mr. Kingsley, whose diverse talents included the drums and some piano with the Cats 'n' Jammers dance and jazz band and a fling at dramatics at college, started the *Veteran Speaks* show on WHYN Springfield, Mass. In September 1947 he joined WHOB (now WGAW) Gardner, Mass., where he sold time, wrote copy, announced, played piano and handled a sports show. A few months later he became commercial manager and in March 1948 joined WCOP Boston.

From radio, Mr. Kingsley went to tv film—at Ziv Television in December 1949 as the first salesman hired specifically for tv and assigned to the Northeast, working out of Boston. In October 1950 he moved to the New York sales department, in September 1951 was sent to the West Coast to develop Ziv's western tv operation from Los Angeles, served as western division sales manager from 1952 to the summer of 1955 when he returned to New York to set up a national sales department. In September 1957, Mr. Kingsley became Ziv-Tv's general sales manager for all syndication. He left in July 1958 to become president of ITC.

Back of this rapid stride is Mr. Kingsley's obvious knack in administration—knowing how to organize and how to coordinate. He says, "ITC is generated by young, dynamic people. We are putting together what we believe will be the best integrated production and distribution organization in the field."

Be the Best • He remembers the advice of his father: "He always said that if you become a peanut vendor—be the best on the street."

Mr. Kingsley and his family live at Stamford, Conn. The Kingsleys are carrying on the male line: they have three boys, Sam 10, Jim 7 and Tom 5. His greatest athletic play today is "with the kids," but he does indulge in some grownup sport; he's a competent tennis player and dabbles in golf (at college, athletics included intramural basketball and football).

Life at the Kingsleys is to the tune of music interests. Mr. Kingsley keeps his fingers on the piano keys—a way to let off steam, he says—and on very rare occasions takes to the drums (he can still play them). His wife also plays piano and a son is adept at the accordion.

His interests include jazz records. He's an avid collector and the holder of original 78 rpm "shellacs" recorded by Benny Goodman.

His participation in organizations is limited and includes membership in Big Brothers of America (he was one of the founders and charter members in the Los Angeles chapter) and the Amherst Club of New York.

Of film he says, "There must be a flow of product," and ITC apparently is set to provide it. By the spring, he says, ITC will have a new release every other month. The sales operation now of about 40 people should be doubled by next June.

Physically, he continues, ITC is as big as any other film company and plans to be the "outstanding firm in tv film programs and production."

His father's advice: "Be the best on the street."

Reasoned rates

ONE of the stickiest problems radio has had to contend with has been the differential between local and national rates. Alert national advertisers have sought in various guises to be identified as local businessmen in order to get the lower local rate. Too often they have succeeded. More recently the problem has cropped up in television, too.

The system of different rates for national and local business traces back to the precedent set by newspapers and the theory that radio, especially, delivers circulation beyond the range of the local advertiser—excess circulation which, while valuable to the national advertiser, has no real worth to the local dealer. At least that's the theory, although the latter-day mobility of people leaves it suspect now.

In any case, the problems created by national advertisers seeking local rates through their local dealers are themselves enough to make a station, thus beset, wonder about the feasibility of remaining on the double standard. Many stations must wonder, too, about the logic of the situation when they write the copy and perform other agency services for the local advertiser—and still charge him lower rates.

The problems confronting stations can and do spill over into the agency area. To keep from losing billings to a local agency which is getting it "wholesale" for a national client, the original agency may feel compelled either to apply pressure for local rates itself, or else recommend media whose rate systems do not encourage such local diversion of billings.

Against this background it makes sense that a movement toward adoption of a single rate for all advertisers appears to be taking form. The three Balaban radio stations (WRIT Milwaukee, KBOX Dallas and WIL St. Louis) and KTUL Tulsa announced a week ago that in the future they would have single rates for all advertisers, whether local or national (BROADCASTING, Jan. 19), and there are clear indications that others will follow suit.

A word of caution is in order, however. Local advertisers are sure to resist if the new single rate is substantially above the old local rate, for this is the nature of people who buy anything. We do not suggest that rates be kept low for this reason; rather, we wish to point out that local billings represent more than half of all radio time sales, and to caution that unrealistic pricing could drive money back to newspapers, which, as noted below, are embarked on a vigorous anti-broadcasting campaign.

It is for each station to determine the value of its facilities. Whether it adopts a single rate or not, only the station can set its price. If its rates are fair and realistic, and are adhered to, and if the station sells itself aggressively, no advertiser can have any squawk coming.

War of '59?

THE newspapers have marked 1959 as the year of total war against rival media. They aren't calling it total war; their phrase is "total selling," but it means the same.

Last week at the annual convention of the Newspaper Advertising Executives Assn. the newspapers' Bureau of Advertising unrolled its battle plans. They are formidable. They are intended to force a $300 million increase in newspaper ad revenues.

If that objective is achieved it will be largely at the expense of television and radio. Here's how Walter C. Kurz, chairman of the Bureau of Advertising plans committee and advertising director of the *Chicago Tribune*, put it last week:

". . . We must emphasize the superior value of our newspaper medium to sell goods. Too frequently the advertiser or agency decision to go into television, radio, or in other media silences our selling guns . . . We must continue to press in every way for a return of this business to our more productive medium."

If the newspapers have declared total war against tv and radio, the simple instinct for survival must force tv and radio to declare total war in return.

In doing so they must realize that total war is expensive; it cannot be conducted with less than total resources.

It is also uncomfortable; it cannot be fought on a schedule of the two-hour lunch, the six-hour day and the four-day week.

Total war requires the subordination of individual aspirations to the good of the whole. In this respect the newspapers have some advantage over television and more over radio.

Newspapers can act as a national unit in their 1959 campaign because there is less competition among newspapers than among broadcasting stations and networks. Pick a newspaper monopoly town, of which there are many, and you will find a town which may have as many as a dozen radio stations and three or more tv's. In such circumstances the primary promotion and selling effort of the radio station is more apt to be directed against other stations in its market than against other media. The monopoly newspaper, competing with no other, can afford to concentrate its efforts against tv, radio and all other vehicles of advertising.

This newspaper advantage in the war of 1959 will not be overcome unless radio and television devise the ways and provide the resources to compete not only with themselves but also with other media. It will not be enough for a station to base its selling on a rating advantage over other stations. If that station and broadcasting itself are to survive, it must also spend a large part of its effort on the promotion of all broadcasting.

The cost of waging total war is high, but the cost of losing it is higher.

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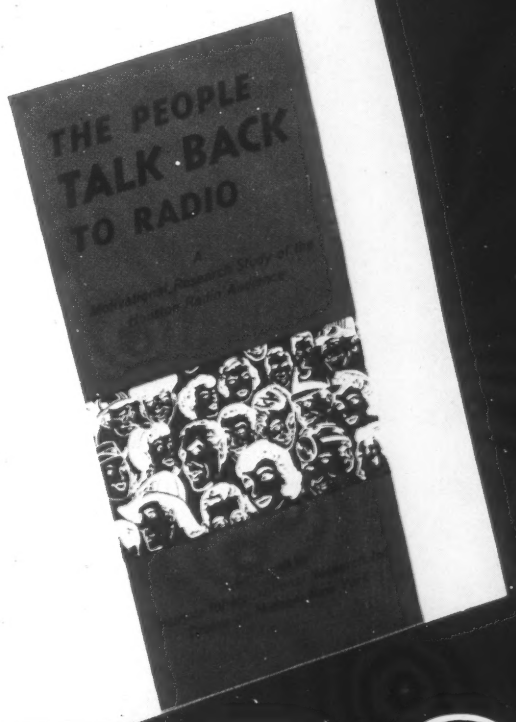

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